

Advertising Age

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THE NATIONAL NEWSPAPER OF MARKETING

Libby to Carry Elaborate Pineapple Promotion Show to Nation's Grocers

CHICAGO, Sept. 19—Libby, McNeill & Libby will give pineapple and pineapple juice an intense promotional push here Tuesday night.

The occasion will be the grand opening presentation of "A New Viewpoint on the Future of Hawaiian Pineapple in America," a super-duper showing for 200 food retailers and distributors in the Chicago area.

The presentation, said to be one of the most ambitious and elaborate ever made to the food trade, has been previewed and tested in St. Louis and Detroit. After the Chicago showing, the show will go on tour for 26 weeks, hitting most of the major cities in the country.

■ The purpose of the presentation is to redevelop enthusiasm in the retail trade for canned pineapple and juice, products which have not done too well since the war, but which are now being actively and successfully promoted.

The Libby story is told in the atmosphere of "an evening in Hawaii." In the formal grand opening at the Lake Shore Club here Tuesday evening, guests will enter a ballroom decorated with fishnets, and replete with bamboo, palms and other props, to be greeted by Hawaiian maidens passing out leis of flowers freshly flown from Hawaii for the occasion.

Most impressive of the back-
(Continued on Page 4)

Hawkins and Howard Give Up Top Posts at Scripps-Howard

NEW YORK, Sept. 19—W. W. Hawkins, chairman of the board, and Roy W. Howard, president of E. W. Scripps Co., operating company of 19 Scripps-Howard newspapers, resigned today, effective Dec. 31.

Charles E. Scripps, grandson of the company's founder, and board chairman of Edward W. Scripps Trust, which holds voting control of the operating company, has been elected board chairman of the E. W. Scripps Co. Jack Howard, present executive v.p., succeeds his father as president of the company. The younger Howard will continue as general editorial manager. Mark Ferree becomes executive v.p. and will continue in his present position of general business manager.

■ Walker Stone, present head of the Washington bureau, has been elected a director of the company and has been named editor-in-chief of the Scripps-Howard newspapers to fill the position formerly held by the late George B. Parker. All newly elected officers will assume their duties Jan. 1.

W. W. Hawkins and Roy W.
(Continued on Page 89)

They Sell Almost Anything Nowadays...

Vending Machine Sales Just Keep on Growing

Department Stores Too Complicated, Carson's Head Says

CHICAGO, Sept. 18—Department stores have plenty of troubles, many of them due to their own penchant for complication, John T. Pirie Jr., president of Carson Pirie Scott & Co., told the Chicago Federated Advertising Club today.

But they are a long way from dying on the vine, and more aggressive activities, plus some needed help from sources of supply and from advertising and promotion interests will help them win through, he indicated.

Stores located in central areas, like Carson's main store on State St. here, are plagued with high and unfair rentals, high operating costs, and high promotional costs, Mr. Pirie said, in a talk reviewing retailers' basic problems and indicating his dissatisfaction with much of the thinking going on in retailing.

■ Quoting the president of Best & Co. as opposing nighttime hours, Mr. Pirie said he "disagrees 100%,"
(Continued on Page 85)

CHICAGO, Sept. 18—A small industry had a convention here this week. The industry is vending and, while it is small, there are probably many who remember when it was much smaller.

Evidence of growth was present wherever you turned at the 17th annual meeting of the National Automatic Merchandising Assn. It was the biggest convention ever held by the industry from a number of standpoints—attendance (5,000), exhibitors (125) and business expectations (rosy).

The machines which turn hand-springs at the drop of a coin last year sold \$1 billion worth of products in the U. S. Admittedly, this is less than 1% of total retail sales. However, the venders accounted for 20% of all cigaret sales and 16% of the total candy bar volume. These are big chunks, and the vending industry also scored spectacular gains in sales of hot coffee and cup beverages.

■ Take coffee, for example. In 1951, 340,000,000 units (or "cups") were vended for a sales volume of \$20,000,000. This compares with 208,000,000 units and a \$10,000,000 volume in 1950. For the same two years, vended cup beverages
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A RECORD—Lever Bros. thinks this Spry promotion is the "largest couponing operation ever." Ads ran in First 3 Markets Group, Parade and 12 newspapers Sept. 14, and this one in This Week Magazine and others in six newspapers on the past weekend. Ruthrauff & Ryan is the Spry agency.

ABC Cuts Night Radio Rates by Average of 25%

Meets CBS, NBC Cuts; Change Becomes Effective Oct. 1; Affiliates Okay It

NEW YORK, Sept. 19—American Broadcasting Co., following the path charted by CBS and NBC, will lower network radio rates by offering increased discounts.

For the average advertiser, the ABC revisions, to be effective Oct. 1, will mean a nighttime reduction of about 25%.

Though there are some arithmetical changes in the Monday through Friday afternoon rates, these add up to about the same price for sponsors. Morning time will go up about 5%. Sunday afternoon time will be reduced to be competitive with the other networks, while Saturday morning
(Continued on Page 89)

Last Minute News Flashes

Roy S. Durstine Gets Modglin Co. Account

LOS ANGELES, Sept. 19—Modglin Co., manufacturer of plastic brooms, brushes and mops, has appointed Roy S. Durstine Inc. to handle its advertising. Also joining Durstine are Robert L. Nourse Jr., account executive, and Doris Morgan, media and production, both formerly with Dancer-Fitzgerald-Sample. D-F-S is Modglin's previous agency.

P&G to Promote New Drene Shampoo in December

NEW YORK, Sept. 19—Procter & Gamble Co., which is now distributing its new Drene hair shampoo, will launch a full-scale promotion for the product in December. Promotion will include a trailer on "The Red Skelton Show," insertions in 14 national magazines and extensive radio spots. P&G hasn't yet decided if it will use newspapers. Except for the name, the product is reportedly brand new, from formula to package. Compton Advertising is the agency.

Celanese, Esquire to Introduce New Slacks in Spring

NEW YORK, Sept. 19—Esquire Sportswear Co. and Celanese Corp. of America will introduce a new line of slacks next spring made of Celanese Prospector fabric. Called Chico Prospector, the new slacks come in 32 shades and three weaves and will be in more than 1,500 retail outlets, selling at \$10. Preliminary schedule calls for spring insertions, half pages in color and b&w, in Ladies' Home Journal and Look, placed by Ellington & Co., the Celanese agency. Esquire will offer retailers extensive point of sale and TV film commercials and will probably use some magazines.

(Additional News Flashes on Page 85)

Why Do People Chew?

Weiss & Geller Bases Wrigley Gum Effort on Study of Human Behavior

BLS 'Explains' Its 91-City Report on Urban Family Income

WASHINGTON, Sept. 18—The Bureau of Labor Statistics issued a special statement today to "clarify" an article which it released last month suggesting that Americans lived beyond their incomes in 1950 (AA, Aug. 18).

The bureau stood behind the figures which it has published showing that urban family incomes, after taxes, averaged about \$4,300, while expenditures averaged \$4,700.

However, it said the survey should not be used to estimate an average for the population as a whole, since it did not cover rural families and high income groups.

It also admitted that consumers often understate income and overstate expenditures when interviewed in a survey of this type.

■ The accuracy of the BLS article had been challenged by Grover Ensley, staff chief for the Joint Congressional Committee on the Economic Report.

In a letter to the Budget Bureau, which "coordinates" all statistical
(Continued on Page 8)

Psychological Studies Play a Major Part in Agency's New Approach

By Jarlath J. Graham

CHICAGO, Sept. 17—"Why do people chew?"

This is a fundamental question which for years has been of particular interest to the Wm. Wrigley Jr. Co. Understanding the phenomenon of chewing is basic to its sales success, the company feels.

Three years ago, attracted by some behavior studies in which the Weiss & Geller agency was engaged, Wrigley asked the agency to dig into the basic human behavior motives and patterns related to gum chewing.

On the ordinary conscious level, Wrigley knew that people gave as their reasons for chewing gum the same reasons given to them in Wrigley's ads. In other words, they were simply giving the company a playback of its own advertising.

Ed Weiss, president of Weiss & Geller, working with social and psychiatric scientists, set out to uncover and analyze the emotional factors concerned with chewing, with particular application on why people chew gum.

The results of this study led to
(Continued on Page 57)

Agencies Are Not Independent Contractors, Morton Simon Tells Agency Network Meeting

NEW YORK, Sept. 18—Agencies are not independent contractors. They are agents of the client, from a legal viewpoint.

That's what Morton J. Simon, Philadelphia attorney, told the Affiliated Advertising Agencies Network at its annual meeting this week. (See earlier story on Page 2.)

Mr. Simon reasons that an agen-

cy is frequently regarded as an independent contractor because (1) it's primarily responsible for space and time commitments; (2) it's paid by the 15% method, "which may be regarded as paid by media."

The agency is solely responsible, in Mr. Simon's view, only because "it undertakes to be," usually, he says, under the "standard conditions" of the 1933 Four A's agreement or in the "fine print" on the back of station contracts.

■ This notion that the agency is an independent contractor is actually "putting the cart before the horse," in Mr. Simon's view. "The cases say that the agency is an agent of the client," he told AA.

"The mere fact that an agency sticks its neck out and undertakes liability doesn't change the relationship," he continued. "The way to answer the question of their legal relationship is this: In the event of a dispute between media and advertisers, whose side does the agency take?"

This view, which runs directly contrary to the deep convictions of the American Assn. of Advertising Agencies and the Periodical Publishers Assn., was only one of the interesting facets of Mr. Simon's speech.

■ He also warned the small agency men that partnerships have definite drawbacks as compared to corpor-
(Continued on Page 88)

Army Account Goes to D-F-S

Becomes Fourth Agency to Handle Recruiting; Budget Is \$1,000,000

WASHINGTON, Sept. 17—A group of Army and Air Force officers left for New York today to brief Dancer-Fitzgerald-Sample on its assignment as the new agency for Army and Air Force recruiting.

Earlier in the week, the Department of Defense had announced that D-F-S was the choice of a selection board which has considered "a number of responsible agencies."

The competition for the \$1,000,000 account had been particularly spirited. About 20 agencies submitted detailed questionnaires outlining their qualifications. Six were invited to appear before the selection board.

The negotiations were conducted in a goldfish bowl atmosphere until the department got down to cases. The invitations to bid, the sample contracts, and the application questionnaires were widely disseminated. The press was invited to attend a public briefing on the account last July.

Following the briefing, however, negotiations were shrouded with a thick blanket of "no comment."

Officials of the recruiting service said they were under orders not to identify the "nearly 20" agencies which sought the account, or the six agencies which were invited to appear before the board.

They confirmed today, however, that in addition to D-F-S, the finalists were Grant Advertising, N. W. Ayer & Son, Ruthrauff & Ryan, McCann-Erickson and Calkins and Holden, Carlock, McClinton & Smith.

The account is currently with Grant, which has been the Army-Air Force agency since Jan. 1, 1950.

D-F-S is the fourth agency to have the assignment. When large-scale recruiting of volunteers resumed after World War II, N. W. Ayer was appointed agency for the account. That was when billings were about \$3,000,000. On Oct. 1, 1948, the account, considerably scaled down in value, moved to Gardner Advertising Co. (Continued on Page 90)



THREE-DIMENSIONAL—Westinghouse will use these three-dimensional, flashing "Frost on the Pumpkin" displays for its new Rosebud electric sheet.

Westinghouse Uses Betty Furness in Christmas Campaign

MANSFIELD, O., Sept. 17—Betty Furness, the television sales girl for Westinghouse Electric Corp., is going into other media.

Robert M. Oliver, appliance specialties manager, announced today that Miss Furness will be featured in national magazine ads and dealer displays during Westinghouse's pre-Christmas campaign for electric housewares, bed coverings and vacuum cleaners.

Mr. Oliver pointed out that millions of consumers saw and heard Miss Furness during the political conventions. He said Westinghouse will now reinforce these impressions in order to stimulate Christmas sales. Miss Furness will continue to give product messages on the Westinghouse "Studio One" program over CBS-TV and on the company's "Pick the Winner" election coverage program over the same network.

A "Frost on the Pumpkin" drive to be launched next month will introduce Westinghouse's new Rosebud electric sheet. Display packages for dealers include a three-dimensional pumpkin display which flashes on and off to reveal a sleeping beauty. Betty Furness will be featured in Christmas window banners with a gift message.

National advertising begins with a color page in the November *Ladies' Home Journal*, to be followed by similar pages in the Nov. 22 *Saturday Evening Post*, Dec. 1 *Life* and December *McCall's*. Fuller & Smith & Ross, Cleveland, is the agency.

Wedereit Stresses NIAA's Importance

NEW YORK, Sept. 16—Without National Industrial Advertisers Assn. and the functions that it performs, industrial advertising would be neither as efficient nor as widespread as it is. That point was stressed by Gene Wedereit, NIAA president, and director of advertising of Girdler Corp. and Tube Turns Inc., Louisville, at a meeting today of the Industrial Advertising Assn. of New York.

Mr. Wedereit in his talk used colored slides, voice recordings, and several gimmicks, including a marionette doll, peanuts (which he tossed to the audience) and a Powers model (which he didn't) to stress the 12 points of his talk.

These included brief discussions on NIAA's 1952 budget survey; bibliographies available to NIAA members through the association; newsletters and bulletins put out by NIAA; award-winning opportunities for NIAA members; award-winning advertising campaigns; a handbook of advertising effectiveness being prepared; conference proceedings; annual reports; committee reports; the NIAA Research Institute; the prestige factor of belonging to NIAA; and the necessity of more vigorous

membership participation.

He said that the association's headquarters office is a clearing house of information on all matters pertaining to industrial advertising, and that, without its promotion and follow-through on awards, reports and details there would be no comparable source of information available to industrial advertisers.

Maurice J. Phillips of International Nickel Co., president of IAA, announced that present membership of the local organization is now 484. He said that plans are being made to hold a new session of clinics in November and that an all-day industrial advertising conference probably will be held in the spring.

Solomon to Frank & Seder

Morris Solomon, formerly with Thalheimer Bros. Inc., Richmond, has been appointed general merchandise manager of Frank & Seder, Philadelphia.

JWT Consolidates Offices

J. Walter Thompson Co. has consolidated its Los Angeles and Hollywood offices at 6399 Wilshire Blvd., Los Angeles 48.

Car Leasing Firm Hits the Jackpot in First Exhibit

CHICAGO, Sept. 16—A fortnight ago, Emkay Car Leasing Service didn't know much about trade show exhibits. Now Emkay's an expert at it.

Emkay wanted to exhibit at the National Chemical Exposition at the Chicago Coliseum Sept. 9 to 13. No car leasing service had ever exhibited at the show. Emkay felt that if its booth didn't offer something unusual it would get a fatal dose of indifference.

It tried something new, all right, and what it tried is well worth telling about, in view of the fact that 9,850 chemists were cheerful visitors at Emkay's booth. And Emkay has all their names to send selling letters about its fleet rental service for companies that either own their own fleets or give salesmen mileage allowances.

Here's what pulled those 9,850 chemists:

Girls—two lovely models—and decks of playing cards.

The models invited the visiting chemists to play showdown poker. A "registration card" was filled out and turned in. Each chemist got a cold hand dealt to him. High hand for the day received a gift of a monogrammed set of sterling silver cuff links. Top hand of the week received a clock-radio.

It turned out that chemists love to gamble. When 100 games had been played in the first 45 minutes of the show, Emkay knew it had a winner. The line of hopeful chemical gamblers stretched down the aisle for five full days. Emkay's booth accounted for more traffic than any other exhibitor, by a wide margin.

High hand for the week turned out to be four aces, dealt cold, on the very first day. The best hands for the other days were divided between two ace-high full houses and two king-high flushes.

Michael Braude, Emkay's president, will send each "registrant" a letter specifying who won and what their hands were. And each letter, he admits, may do some additional selling.

Mr. & Mrs. Creative Man Scan the Ads for Women's Adclub

CHICAGO, Sept. 17—Mr. & Mrs. Creative Man opened the 1952 season for the Women's Advertising Club of Chicago last night.

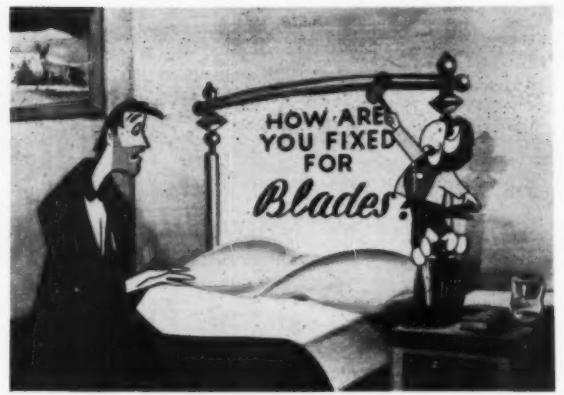
The vitriolic *ADVERTISING AGE* columnist, nattily attired in an all-over head mask, indulged in a bit of living room chitchat with the missus, also masked, while he leafed through a copy of the September *Ladies' Home Journal*. Through the courtesy of that publication, the audience leafed with him.

His leafing inspired some caustic comments on half a dozen ads, and a rather lukewarm nod of approval (try it sometime while wearing a head mask), for three.

After The Creative Man had disappeared—without removing his disfiguring disguise—"Mrs. Creative Man" returned, removed her mask, and turned out to be Myrtle H. Green of Wieboldt Stores, who now adds to her reputation as a competent adwoman that of an exceptionally competent actress.

With the atmosphere charged to the proper degree, Sidney R. Bernstein, editor of *ADVERTISING AGE*, wearing only the conventional mask of weariness, informally conducted an additional "copy clinic," devoted principally to advertising of products sold to women.

A good time was (presumably) had by all.



NEW THEME, NEW BIRD, NEW SONG—Sharpie, a new parrot, will sing a new theme, "How're Ya Fixed for Blades," on all radio and TV commercials for Gillette Safety Razor Co., starting with the World Series broadcasts. Sharpie will also show up in Gillette printed advertising. Maxon Inc. is the agency.

PPA's Braucher Tells Affiliated Agencies Net That 15% 'Is Sufficient'

NEW YORK, Sept. 16—"The type of advertising we are getting today is the best advertising we have ever received," mainly because of the kind of people the agency business has attracted, Frank C. Braucher, president of the Periodical Publishers Assn., told the Affiliated Advertising Agencies Network today.

Speaking at one of the luncheon sessions of AAAN's annual meetings, Mr. Braucher outlined the history of the advertising business from the days of space brokers to the present advertising agency set-up.

The agency system evolved, he said, mainly because publishers felt that selling space on a brokerage basis would limit their potential.

The 15% agency commission is sufficient, providing an agency doesn't perform services rightfully belonging to the advertiser, Mr. Braucher said. In some cases, he thought, a large agency should receive even less than 15% commission.

Florence Ficke, secretary of the association, gave the group a rare look into some of the operations of PPA, including how it goes about making credit recommendations.

"Agencies do not have the option to pay PPA publishers on discount date and take the 2%—or waive the discount and pay in 30 days. Bills of PPA publishers are due and payable on a specific date," she said.

"The cash discount was instituted years ago when the agency system was established. The publishers were anxious to encourage men with ability to enter the agency field and realized few, if any, could secure sufficient capital to finance clients' advertising."

"To avoid this necessity, the publishers decided to allow a 2% cash discount to agencies to pass on to clients as an inducement to pay promptly on due date," she explained.

"Avoid extension of time by stating that the PPA, which passes on agencies' credit, disapproves the practice," Miss Ficke urged. "If financing is needed, clients should obtain it from their banks and not expect it as part of agency service. Furthermore, in fairness to the agency and other clients, no agency should jeopardize its credit standing by attempting to render such a service."

Agencies handling large magazine billings should bill on the 5th, 10th, 15th (every five days), always making the clients' due date three to five days before the pub-

lishers' payment date, she said.

Miss Ficke went into detail on how PPA analyzes financial reports for credit purposes, a report spot with numerous agencies.

"In computing the amount of credit required of any one publisher, PPA includes issues closed and not paid for. This covers a period of at least two and sometimes three months' billing.

"PPA credit recommendations are based on the working capital reflected after the following analysis of the balance sheet:

"Any reserve against accounts receivable is added to current assets before deducting past due accounts receivable. Ten per cent is taken of current accounts receivable to cover those which may become past due. Listed securities are reduced to market value and 25% deducted to cover fluctuations. Ten per cent is taken of billables pending (those we consider the same as current accounts receivable). These deductions result in net current assets from which are deducted the liabilities.

"The purpose of the above analysis is to determine the immediate liquidity. In other words, what funds are at once available with which to pay bills. For this reason, past due items are entirely deducted since, obviously, those funds are not on hand for the agency's use.

"Over a period of years, PPA has recommended that agencies maintain, on our basis of analysis, a working capital equivalent to 75% to 100% of average monthly billing. This is very conservative when you consider that, at any given time, an agency's credit liability equals two to three times its average monthly billing," Miss Ficke noted.

Gerety Goes to Kaman Corp.

William F. Gerety, formerly with the Chance Vought division of United Aircraft Corp., Dallas, has joined Kaman Aircraft Corp., Windsor Locks, Conn., as assistant to the president.

Sanford Joins Wilding

Francis F. Sanford has joined the New York office of Wilding Picture Productions Inc. as an account executive. Mr. Sanford formerly was with the *New York Herald Tribune* and *Fortune*.

Promotes Paul Hickman

The *Progressive Farmer* has promoted Paul L. Hickman to classified advertising manager. He has been a member of the magazine's advertising staff since October, 1951.

House Group Probes 'Unhealthy Influence' of Agencies, Program Production Services

WASHINGTON, Sept. 17—The chairman of the special House group investigating radio and TV programming expressed his determination today to learn whether advertising agencies and program production services exercise an unhealthy influence on the material that goes over the air.

"A man can be independent, or an organization or a business can be independent in its own mind," Rep. Oren Harris (D., Ark.) told Thad Brown, TV director of the National Assn. of Radio & Television Broadcasters, "but when that independence relies on what he is going to get to keep in business, then it is transferred to some other source."

"What we are wondering is to what extent has some other source gradually moved in and taken over the real autonomy or responsibility of the local station operator," he said.

■ During two days of hearings this week, the subcommittee's line of questioning recalled nothing so much as the big investigation by the Federal Communications Commission more than a decade ago, which led to the so-called "network rules," limiting the amount of station time which networks can option.

"The crux of this investigation," Rep. Harris told Ralph Hardy, NARTB government relations di-

rector, "is to determine whether or not local stations can operate as was intended by Congress, or whether or not they are controlled by producers or networks or other national organizations which provide programs."

In addition to NARTB witnesses, investigators heard spokesmen for Mutual and ABC describe network programming methods. When hearings resume in New York Tuesday, the committee will hear spokesmen for CBS and NBC.

■ At the present time, the committee has no contacts with agency or program production organizations, Rep. Harris told ADVERTISING AGE this morning.

"We certainly want to hear from them, and we hope they will get in touch with us," he said.

He added that advertising people could not be heard during next week's session in New York, but that they could be scheduled later this year.

Unless they come forward voluntarily, he said, the committee may find it necessary to subpoena them. "But we have not had to subpoena anyone up until now," Rep. Harris said, "and we certainly do not want to resort to this if we can avoid it."

During his appearance Mr. Hardy painstakingly traced the typical procedure in developing a

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Canadian Dailies Get Pointers on Cost Cutting

MONTREAL, Sept. 16—Methods used by newspapers to cut costs in the face of high newsprint prices were reported to the annual convention here of the Newspaper Advertising Managers' Assn. of Eastern Canada.

Twenty member newspapers said that costs have been reduced by installing newsprint rewinding equipment, advancing deadlines, using plastic engraving machines and reducing column widths. One newspaper, *L'Action Catholique* of Quebec City, dropped its Saturday edition.

Charles G. Fenn of the *London Free Press*, chairman of the group's research committee, reported that some member papers are planning to increase their national and local advertising rates for next year.

■ He said that, while a larger number of newspapers had put increases in effect this year, it could not be determined if further increases would be set. The determining factor, he said, would be general business conditions.

The advertising managers also heard reports which led to discussions of (1) reduction of publishing days to five a week instead of the generally accepted six days, (2) bonus plans for advertising salesmen, (3) adjustment of deadlines for the acceptance of advertising, (4) the increase in the use of color in Canadian dailies and uniformity in charging for the use of color and the minimum size of color ads.

■ Martin Livingston of the *Halifax Herald* and Alf Horn of the *Montreal Star* gave a presentation in which they listed ten points for keeping an account sold. These were (1) sell soundly and securely in the first place, (2) work out an advertising plan and theme which can get results in the first year, (3) back up the plan with adequate copy service, (4) take a personal interest in the advertiser's welfare, (5) check with the account frequently to find out how the advertising is working.

■ Also (6) Keep the account reminded about the advantages of the newspaper medium, (7) about two months before the account contract is due to end, start negotiations for the coming year, (8) be just as helpful in the next year, (9) create new angles to keep the account's advertising interesting, (10) make sure the right man handles the account.

Eric M. Wilson, director of advertising for the *Montreal Star*, was elected president of the association.

J. Ross Bates of the *St. Catharines Standard* was named 1st v.p.; Mr. Fenn 2nd v.p., and L. Phil Vezina of *L'Action Catholique* secretary-treasurer.

Towne Gets Distributor

W. L. Towne Advertising, New York, has been named to handle advertising for Stamford Engineering Works, Stamford, Conn., American distributor for imported molding machines, high-speed grinders and other foundry equipment. Metalworking publications and trade shows will be used.

Agency Shifts Personnel

Ross Roy Inc., Detroit, has assigned Harry W. Clark to special projects in its product education department, while Jack B. Harrison has been named to head the passenger car information section, formerly managed by Mr. Clark. Sherman P. Ellis will direct a new section on statistical research.

Packard Reorganizes Marketing Staff

DETROIT, Sept. 17—Packard Motor Car Co. has set up a new marketing department made up of an eastern and western division under assistant general sales managers, a special Pacific Coast division and three marketing service divisions. The new setup was announced by Fred J. Walters, v.p. and general sales manager.

O. Frank Frost was named assistant general sales manager in charge of the western zone. He came to Packard from Oldsmobile's

motion manager, and William E. Osband, national used car manager.

The headquarters executive group will have C. E. Briggs as marketing manager. This is a new position which includes such functions as product and market planning, car distribution, parts and accessory merchandising, sales analysis and organization and field business management.

The third headquarters division will be headed by J. A. Carr, with responsibility for general service, including service promotion, service technical training and literature, customer relations, warranty claim adjustments and the company's service garages.

■ Mr. Walters also announced that F. L. Armstrong, for eight years with Packard, has been appointed his executive assistant. A new owners' relations department will be headed by Hugh W. Hitchcock, who has been with Packard since 1920 in advertising and merchandising positions.

Another new executive to join Packard is James H. Riggs, who comes from the Ford Motor Co. to head a new marketing research and forecasting department. In his former assignment, Mr. Riggs was assistant to the marketing research director. His activity at Packard comes under Mr. Briggs in the marketing division. Mr. Briggs' division also includes Ross H. Schroeder, business manager; Neil C. DeSantis, car distribution manager; Leo E. Fenn, parts and accessory merchandising; David S. McNally, in charge of the warehouse for parts and accessories, and Everett G. McGill, manager of organization and analysis.

In addition to the domestic field sales, the Packard export department will continue to operate under the direction of Burton C. Budd, and Packard's Canadian division under Fred C. Williams at Windsor, Ont.

Greensboro Has 123,792 Sets

There were 123,792 television sets in the Greensboro, N. C., area as of Sept. 1.

The way to a man's heart... on a budget!

TEN-DA
QUICK FROSTED
STEAKS

MEATS

Now, improved from SEALS to

Costs only about 17¢ a serving

A MORE DELICIOUS MEAL ALWAYS AT YOUR DISPOSABLE

Enjoy! Tantalize Burgeon on Every Course!

Whenever Frozen Foods are Sold!

OPENER—Ten-Da Brand Frozen Foods, Garfield, N. J., is using this newspaper copy to open its first big regional ad drive. Charles J. Charney Associates, New York, is the agency.

Ads Don't Relieve Salesmen of Their Big Job: McPherrin

St. Louis, Sept. 17—Now that we're in what looks like a buyer's market, admen may wish they hadn't sold so many people on the idea that advertising could do the whole sales job.

That's what John W. McPherrin, publisher of *American Magazine*, told the St. Louis Advertising Club yesterday.

"Too often," he said, "we have told the salesmen and the retailers that our advertising is so powerful that they don't have to do anything. If they seem to leave the whole selling job up to the manufacturer's advertising program, whose fault is it?"

■ "I think it is yours and mine, and we have been doing it for years. I include myself, because when I was advertising and selling products, I once made the mistake of giving salesmen and dealers the big idea that the advertising was much more exciting, much more important and much more responsible for sales than they were."

Mr. McPherrin said the big job ahead is "to see that the full power of our advertising is realized by giving it better sales support." He added that "we must no longer allow salesmen and dealers to think that the great power of advertising has relieved them of their individual sales responsibility."

'National Distribution' Bows in January

NEW YORK, Sept. 16—Cosgrove Publishing Co., Grand Rapids, Mich., plans to bring out a new publication in January and within six or eight months will move its headquarters to New York.

J. A. Barnes, v.p. of the company, told AA that the company's new publication, *National Distribution*, will appear as a pilot issue in October. National distribution of 15,000 will start in December with a January dateline. The 32-page monthly will be tabloid size on machine coated stock and will cover the mill supply distribution field. It will become a Controlled Circulation Audit member, Mr. Barnes said, as soon as possible.

■ C. A. Cosgrove Jr., president of the publishing company, will be editor and advertising manager. While the rate card for the new paper has not been completed, Mr. Barnes said, it is expected that the base rate, one time for a b&w page, will be about \$300.

Cosgrove Publishing Co. also publishes *Woodworkers Reporter*, which has a CCA circulation of 18,000. It was established in 1929.

Although the company plans to move its executive and editorial offices to New York within six or

Reeves Hits Ogilvy's 'Law,' Says the Old Agencies Have Vigor

NEW YORK, Sept. 17—David Ogilvy's theory on "The Classic Pattern of the Rise-and-Decline" of advertising agencies was challenged today by Rosser Reeves, partner and creative supervisor of Ted Bates & Co.

"Ogilvy's Law," as Mr. Reeves derisively called the theory, "would have you believe that when new and creatively potent agencies grow old and tired they produce dull, routine campaigns and shift their emphasis to collateral services—to conceal their creative bankruptcy."

Mr. Ogilvy, president of Hewitt, Ogilvy, Benson & Mather, discussed the rise-and-decline pattern in a speech before the Assn. of Advertising Men here (AA, Sept. 8). He and Mr. Reeves are brothers-in-law.

■ "It seems to me," said Mr. Reeves in an interview with AA, "that the theory is hardly in accord with the facts. Consider the case of Lord & Thomas. Forty years ago, about the time Mr. Ogilvy was in his cradle, this was one of the great creative agencies in America. It employed the late, great Claude Hopkins and the fabulous John E. Kennedy."

"Well, according to Ogilvy's Law, senility should have set in years ago. Yet today, the same agency—under another name (Foote, Cone & Belding)—is billing about \$70,000,000 and is writing some of the freshest and strongest campaigns in print."

■ "You could trace similar case histories for J. Walter Thompson, N. W. Ayer, BBDO, Young & Rubicam and maybe 50 other big, old agencies."

"Consider the case of Mr. Ogilvy's own agency. It is the new, American branch of two old, old London agencies—Benson Ltd. and Mather & Crowther. HOBM's cable address, 'Flagbearer,' is an indication that the old agencies are still very much alive and pioneering. Were Ogilvy's Law correct, how does he explain the lack of senility here?"

The "young" agency, Mr. Reeves continued, is usually built around the creative capabilities of one man. And there is danger in that situation.

"First, an advertiser with a one-

(Continued on Page 86)



R. W. Stroughn Frank Frost

Chicago office where he had been western regional manager. For the eastern part of the country, Roy Abernethy, in the Packard sales organization for 24 years, will be assistant general sales manager. LeRoy Spencer will continue to administer Pacific Coast operations from his headquarters in San Francisco.

■ Robert W. Stroughn, whose appointment as merchandising manager was announced earlier, will be in charge of national advertising, sales promotion, sales training and national used car merchandising.

The new merchandising division under Mr. Stroughn will include Fred W. Adams, advertising manager; Charles D. Thomas, sales pro-



C. E. Briggs Roy Abernethy

Libby to Carry Elaborate Pineapple Promotion Show to Nation's Grocers

(Continued from Page 1) ground effects will be three 8x12 screens framed in bamboo, which will carry full-color scenic panoramic views of the Hawaiian Islands before and all through dinner. The scenes will change every few minutes, and give the impression that the guests are actually on a lanai looking out over Waikiki Beach and the mountains and valleys of Hawaii.

The screens are more than background, however. After the guests have partaken of a carefully prepared Hawaiian dinner, the "pitch" will move into high gear with an unusual color slide film sequence and live commentary, utilizing all three screens to develop a story with extraordinary attention value and impact.

Charles S. Bridges, v.p. in charge of Libby sales, advertising and promotion, who has sponsored the project, will introduce Paul C. Hinz, trade promotion manager of Libby, who will make the actual presentation.

With the aid of the three giant screens, Mr. Hinz will tell the grocer trade that in recent years pineapple has been a relatively small item, due principally to

shortages, large set-asides for the armed forces, drought in the Hawaiian Islands, and lack of advertising and promotion.

In fact, he will disclose, consumption of canned pineapple in the U. S. dropped from a prewar level of about 11,000,000 cases to about 4,000,000 cases in 1944-45, and pineapple juice sales fell from about 12,500,000 cases to 2,000,000 in the same period. Not until last year did consumption of either canned pineapple or pineapple juice move back to the prewar levels.

During that same period, other grocery items moved up spectacularly. For example, canned baby foods moved from about 11,000,000 cases in 1940 to 62,000,000 cases in 1951. Tomato juice sales increased from 13,700,000 cases in 1940 to 24,500,000 cases in 1951. Canned orange juice skyrocketed; other juices moved sharply ahead.

But pineapple products and juice, held back by shortages and lack of intensive promotion, lagged behind. Now, the grocers will be told, there are not only bumper crops assuring an adequate supply, but they are being backed with the most intensive promotion ever put

behind the fruit.

As a result, the grocers will be told, there is a huge "sleeper" market waiting for pineapple—a market which can be cultivated easily and profitably.

The Libby presentation will feature the most intensive pineapple promotion of all time—that already under way under the auspices of Pineapple Growers Assn. of Hawaii (through J. Walter Thompson Co., San Francisco)—plus the special promotions for this product which Libby will undertake, with a page a month in *Life* and *This Week Magazine*, and a host of supplementary and tie-up material, the most impressive of which is a "Libby Hawaiian Week" promotion for retail stores, which can be used at any time.

The grocers will be given a thorough education on pineapple, largely through the medium of color photographs taken last year on the company's three huge Hawaiian plantations by a team of Libby advertising people and people from Libby's pineapple agency, Foote, Cone & Belding.

Mr. Hinz will personally stay with the show when it goes on tour. All of the necessary props and material will travel in a huge trailer truck from city to city. About 5,000 major executives of leading food stores and chain organizations are expected to witness the presentation before the tour is concluded.

Highlights of the Week's News

Vending machines now account for 20% of all cigaret sales and 16% of candy bar volume, and last year alone these mechanical merchandisers dispensed 340,000,000 cups of coffee. For other details brought out at last week's National Automatic Merchandising Assn. convention in Chicago, see **Page 1**

When the Wm. Wrigley Jr. Co. asked Weiss & Geller to find out why people chew gum the agency conducted a psychological study which led to a successful advertising campaign **Page 1**

How is the average American doing? Wonderfully well, says Fenton B. Turck, a consulting engineer, who writes in *Scientific Monthly* that Americans have matured greatly in the past decade. But Herbert J. Miller, executive director of the Tax Foundation, doesn't think we're doing so well, thanks to taxes and inflation. You'll find their conflicting views on **Pages 19, 60**

Because he refused to change his program format, comedian Garry Moore was fired by CBS Television—but the dismissal only lasted overnight. The next day his contract was renewed, at the insistence of his sponsors, Stokely-Van Camp and Rit **Page 28**

A "pall of orthodoxy" has greatly reduced any criticism of the status quo in American life, warns Alfred McClung Lee in his new book, "How to Understand Propaganda." Dr. Lee, who is head of the department of anthropology and sociology at Brooklyn College, also deplores the trend towards monopoly in communications **Page 32**

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Mission Dry Names Caples

Mission Dry Corp., Los Angeles citrus juice processor and distributor, has named Caples Co., Los Angeles, to handle its advertising. Mission beverages are distributed nationally through more than 300 franchised bottlers. Dancer-Fitzgerald-Sample, Hollywood, is the previous agency.

Canada Dry Presents TV Show

Canada Dry Ginger Ale Inc., New York, has signed to present "Terry and the Pirates," a filmed version of the comic strip, on

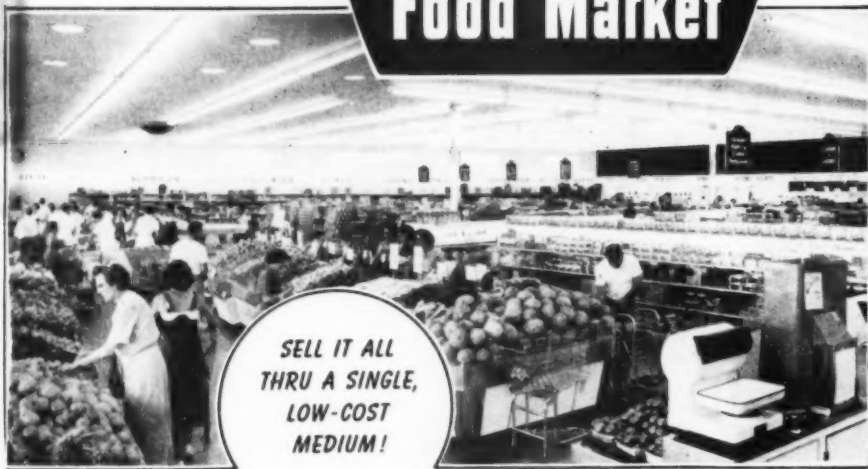
WABD, New York, WTTG, Washington, and WDTV, Pittsburgh. Beginning Nov. 25, the program is to be seen on alternate Tuesdays. J. M. Mathes Inc., New York, is the agency.

Luden's Buys 'Doody' Slice

Luden's Inc., Reading, Pa., will sponsor the 5:45-6 p.m., EST, segment on Mondays of "Howdy Doody" over NBC-TV for its Fifth Avenue candy bar, effective Monday, Sept. 22. J. M. Mathes Inc., New York, is the agency. The NBC show appears daily, 5:30-6 p.m.

Look what's cookin'
on
Florida's Gold Coast —

350 Million
DOLLAR
Food Market



SELL IT ALL
THRU A SINGLE,
LOW-COST
MEDIUM!

On Florida's fabulous Gold Coast sales in retail food stores and eating & drinking places hit the tempting total of 350 million dollars last year*. The per capita food sales are the South's highest—and chain food outlets have more than doubled in ten booming years!

*Market Research & Surveys Inc., Miami.

JOHN S. KNIGHT, Publisher
STORY BROOKS & FINLEY, National Reps.
Affiliated Stations — WQAM, WQAM-FM

MIAMI — An International Market

This market is sold by The Miami Herald, the nation's leader in total food advertising the third straight year. See your SB&F man TODAY



something new



has been added to
WARWICK TYPE SERVICE

No more time-consuming paste-ups! Now you can have your type set directly on film or paper with Warwick's sensational new Fotosetter!

All you need do is send layout and copy to Warwick. Warwick sets type directly on film and assembles to your exact layout specifications. Film is ready for platemaker... so when you OK proofs your work is done.

You'll save money because with 32 type fonts up to 36 point at his fingertips the Fotosetter operator can "keyboard" many large "handset" sizes. You'll be eliminating hand set type and expensive type metal too.

It will pay you to get complete details on what Warwick's new Fotosetter can mean to you. Write today to Dept. A6

WARWICK TYPOGRAPHERS

920 WASHINGTON AVE.
ST. LOUIS 1, MO.



...overnight by rail and
air from nearly all U. S.

*Even if
you*
TOTAL
*these
nine
cities*

BALTIMORE
CLEVELAND
BOSTON
PITTSBURGH
MILWAUKEE
BUFFALO
NEW ORLEANS
MINNEAPOLIS
and HOUSTON

...you still won't reach as many families with incomes over \$5,000 as you can buy in the **HERALD TRIBUNE QUALITY MARKET...** a market that buys at all price levels—**\$5,000,000,000 BIG!**

NEW YORK
Herald Tribune

230 West 41st Street, New York 36, N. Y.

Plans Campaign for Book

J. D. Myers Publishing Co., Springfield, Ill., is planning a nationwide campaign built around a contest patterned on a rebus contest or jig-saw puzzle to promote its new book, "The Album of American Presidents." The paperback 256-page illustrated book, retailing at \$1.25, is due off the presses in December or January. The company advertises direct.

Agency Leases Floor

McKee & Albright, Philadelphia, has leased the entire sixth floor of the new Alison Bldg. at 1805-9 Walnut St., Philadelphia.

Hotel Appoints New Agency

Hotel William Penn, Pittsburgh, has named Bachman, Kelly & Trautman, also of Pittsburgh, to handle its advertising.



Using **AD-VER-TIS-ER** in Selected Areas!
THE AD-VER-TIS-ER, INC., FORT WAYNE, INDIANA



NEW PAINT—This is one of the display pieces that Modene Paint Co., Chelsea, Mass., is using to promote its new odor-free paints. The agency is Frederick-Clinton Co., New York.

Krueger Boosts Two to V. P.

Heinz M. Glaeske, v.p. and assistant general manager of G. Krueger Brewing Co., Newark, N. J., has been promoted to executive v.p. He has been with the company since 1941. James Smith, who joined the company in 1933 and has served in various sales capacities, has been elected a v.p.

House Group Probes 'Unhealthy Influence' of Agencies, Program Production Services

(Continued from Page 3)
network program. He told committee members how an "idea" man sells the format to an agency. Then he explained how the agency may produce the show, put it on film, and submit it to a network, which in turn, checks with its key affiliates.

Noting the number of control points where the program gets careful consideration, he conceded, "I can't promise that all 'blue jokes' will freeze as of this day. But I think the incidence will decline as the awareness of the industry of the general public level of acceptability is brought to bear."

Mr. Brown revealed that the association has received only 100 complaints since its code went into effect on March 1. He said he was "embarrassed."

"Until you called the code to our

attention a few weeks ago, I did not know that such a program existed." Rep. Harris chided. "Now if that is the knowledge I had, I could hardly see how you could expect the general public to know about your program."

"What you should do is to acquaint the people of the country with what you are trying to do."

Rep. Harris asked Mr. Hardy to explain the relationships of agencies and program producers. "We are trying to find out who is responsible for programs which are objectionable, if they are."

Having been told there is "close liaison" between agencies and package show producers, Rep. Harris asked, "Who is the Assn. of American Advertising Agencies?"

"Where is it located?"

Then he asked, "Who is the Assn. of National Advertisers?" "Is it, or its members responsible, finally, for the programs, in the sense that they are produced, released, and consequently shown on television or broadcast on radio?"

Describing the operation of individual radio stations, Mr. Hardy said "I know of no business enterprise where good will is so completely the paramount factor in the success of the undertaking as it is in broadcasting. In our business people do not even have to go to the trouble of calling up to cancel a subscription. All it takes is a simple twist of the wrist—even by a child—and your competitor is enjoying front and center stage."

He denied that ratings are the sole basis of programming. "Many programs are carried," he told the committee, "because the broadcaster appreciates the need of providing for the wishes of a minority group of the audience."

He said the committee should not be misled into any feeling that local broadcasters have surrendered their sovereignty in the matter of program control or anything else.

Relating the current rumpus over rate cuts, he declared, "there is an almost shocking show of independence on the part of individual stations with regard to their affiliation."

But Rep. Harris commented, "but this was on commercial matters, wasn't it?"

The committee probed at length into the handling of crime programs, and beer and cigaret commercials. Several members expressed concern over the tendency of advertisers to imply that doctors or other professionals recommend their products.

Leaders Assume More Duties

Bonney Forge & Tool Works, Allentown, Pa., has realigned its sales organization and appointed Fred S. Durham Jr. sales director as well as v.p. and secretary. In addition, E. S. Sensesderfer, advertising director, will serve as manager of merchandising. Harry J. Seaman will be field supervisor.

Merrill Kremer Inc. Moves

Merrill Kremer Inc., Memphis agency, has moved to larger quarters in the Exchange Bldg.

Lukasiak Named Art Head

Richard R. Lukasiak has been appointed art director of Ecoff & James, Philadelphia.

JUST ASK FOR MARIE:

Call WAshon 2-8625 and ask for Marie Mazze on your next mailing, memorandum, address or mailing job. Quick pickup and delivery, fast and accurate work, plenty of experienced personnel, charges always in time. THE LETTER SHOP, Inc., 431 S. Dearborn St., Chicago 5. (Now in our 23rd successful year.)

McLean County, Ill.	\$61,330,000
Pottowattamie County, Ia.	56,207,000
Suffolk County, N. Y.	50,986,000
Cameron County, Texas	50,580,000
Chester County, Penn.	50,421,000
Whitman County, Wash.	50,338,000
Sunflower County, Miss.	48,035,000
Cuming County, Neb.	39,242,000
Grant County, Wis.	38,712,000
Pitt County, N. C.	35,626,000
San Diego California...	\$63,147,000

DATA COPYRIGHTED 1952 SALES MANAGEMENT SURVEY OF BUYING POWER

THE MOST
IMPORTANT CORNER
IN THE U. S. A.

SAN DIEGO
CALIFORNIA

San Diego Union
and
EVENING TRIBUNE

REPRESENTED NATIONALLY BY THE
WEST-HOLLIDAY CO., INC.

the only media providing
'SATURATION' coverage of the
BIGGER San Diego market.

COMICS MAGAZINES

are read
and read
and read!



Comics magazines are virtually legal tender among their young enthusiastic readers. They are read and swapped . . . read and bartered . . . read and traded . . . read and passed along until they are literally worn out! That's how advertising in comics books is hard at work around the clock and around the calendar, making friends and followers 365 days a year. Little wonder that advertising pays off . . . plus!

**National
Comics
Group**

Represented by
Richard A. Feldon & Co., Inc.
205 East 42nd Street
New York 18, N. Y.
CHICAGO LOS ANGELES
SAN FRANCISCO PORTLAND

Duty on Chlorophyll Raised

Because of a new ruling, the import duty on water-soluble chlorophyll derivatives will be raised shortly to 12½%, according to the Bureau of Customs. Since these derivatives are used chiefly for de-

odorizing, medical and therapeutic purposes, they have been classified as chemical compounds rather than vegetable extracts and are therefore subject to higher duty. For an extract the duty would have been 5% lower.

BLS Explains Its 91-City Report on Family Income

(Continued from Page 1)
activities of the federal government. Mr. Ensley asked how the BLS report could be explained, in view of other government studies showing substantial savings for consumers in 1950.

Assistant Budget Chief Stuart Rice, who is in charge of statistical standards, conceded that there were "ill advised statements" in the BLS article.

"The BLS survey was not conducted to measure savings but to learn what consumers bought in 1950," Dr. Rice explained.

"Now it is extremely difficult for most of us to remember pre-

cisely how much our family spent in a particular year for soap, for children's shoes, for newspapers and for many other items in its budget.

"The reporting of income has problems, too. An excellent study issued by BLS on its last major expenditures survey showed that income reported by families interviewed was about 10% less than that recorded in our national income accounts.

"Each of the detailed expenditure estimates can be sufficiently accurate for the consumers' price work. Nevertheless, when the total for expenditures cannot be precisely remembered, and when, furthermore, it is subtracted from an income figure that itself has some errors, the result can be fairly inaccurate."

■ In its additional explanation today, BLS reiterated that "the outbreak of hostilities in Korea, coupled with high incomes and adequate supplies of consumer

goods at high prices, resulted in the highest dollar expenditures by urban families recorded up to that time.

"The buying of consumer durables reached abnormal levels as consumers replenished their inventories and anticipated their future needs.

"Information from other sources indicates that there was a substantial increase in savings in 1951 and 1952, compared with 1950."

BLS said the survey was the most comprehensive and reliable ever collected by the bureau "in its long experience in this field dating back to 1889."

Explaining the limited coverage, the statement said, "In the revision of the consumer price index, the bureau has utilized only the expenditures and income data of wage earners and clerical families of two or more persons. This is because the index measures the effect of price changes on the cost of living of these groups."

■ The bureau pointed out its reports include a "balancing figure" which allows for the error in reporting income and expenditure. In most instances, it said, the net balancing difference is negative, which means that average expenditure plus average saving exceeds the figure for average income. "Discrepancies of this kind have been noted with almost historical regularity," BLS said. "There is a reference to this type of discrepancy in England as early as 1790." The bureau listed major differences in its data, from the data of other agencies, which showed net savings of \$11 billion for consumers in 1950.

■ 1. Coverage—BLS said rural residents, and single persons—not covered in its report—may account for a large amount of saving.

2. Definition—Some items which BLS classified as expenditures are considered to be savings by other agencies. BLS cited insurance, which it considers an expenditure. "In some cities," it said, "the classification of insurance alone as savings instead of expenditure would have shifted the average from negative to positive savings."

3. Under-reporting of high income families—BLS said these families are less cooperative. So far as the cost of living data is concerned this is no problem. But in estimating savings the under-reporting of this group is serious, since a very large percentage of all savings is done by the top 5% income-wise.

Dr. Price pointed out that the Department of Commerce estimates 1950 savings at \$11 billion, which would be an average of \$400 each for 28.2 million families.

In addition, he pointed out, Americans spent \$10 billions for cars, \$3 billions for TV sets and radios and billions for other durable goods "which are not included with savings but defined as spending."

Kaiser-Frazier Presents Film

"Night Editor," a 15-minute film drama with Hal Burdick as the one-man cast, is being televised in six eastern cities by the Kaiser-Frazier Dealer Assns. through William H. Weintraub & Co., New York.

WHAT'S GOING ON?

Clippings from the business press, farm papers and consumer magazines can keep you posted on what's going on. The 2,272 publications we read are listed in the 192-page Bacon's Publicity Checker in 99 market groups.

Ask for free copy of Booklet No. 50 "Magazine Clippings Aid Business" Order Bacon's Publicity Checker on Approval Price \$10.00—it will soon save its cost.

BACON'S CLIPPING BUREAU
343 So. Dearborn St., Chicago 4

82nd IN POPULATION among Sales Management's 162 Metropolitan Areas

All people are consumers. But quality people are better customers. The depth of quality in the Quad-City market is an outstanding asset of 240,000 people who live here. Good ancestry, fine geographical location and diversified means of livelihood all contribute to the high standard of Quad-City living. WHBF-TV is favored with the loyalty and friendship of Quad-Citians, accumulated during 25 years of service in broadcasting.

Les Johnson, V. P. and Gen. Mgr.



Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS
Registered By ABBEY BAKER, INC.



"We would pay a premium for these 50,000 Air Shipments yet we actually saved thousands of dollars!"

Robert S. Woolf, Mgr., Telettranscription Dept., Dumont Television Network

"When we ship TV film, we're interested in service. We can't afford to take any other attitude. We've bought program time all over the country, and those programs must be filled.

"We at Dumont use Air Express. It's the fastest. It has all-point coverage. Above all, it is **DEPENDABLE**.

"As to cost—Air Express costs Dumont less than other air services would, by thousands of dollars per year! For instance, on our regular shipments

to Detroit, other services cost 37% to 337% more than Air Express. And we can't duplicate the service at any price!

"The Air Express people have carried upwards of 50,000 shipments for Dumont in the last four years. Their ability to trace shipments—especially when being shuttled between stations—is almost uncanny! It has helped us out in many an emergency.

"It pays to specify Air Express—in more ways than one!"



AIR EXPRESS

GETS THERE FIRST

Division of Railway Express Agency
1952—our 25th year of service



Arnold Newman Photo

One "Cat" curiosity can't kill

Curiosity may be death on cats. It's life to managing editors. You can measure a good editor by the questions he asks. They're the questions you were just about to ask.

An alert managing editor knows what to ask, whom to ask, when to ask. These determine the quality of the answers. The answers measure the value of the product he produces. They're the ones you need.

If *The New York Times* is "the most influential newspaper in the world," as *Time* magazine, among other knowing observers, says it is, it's because it is the most informative. And credit for that is due now to Turner Catledge, its managing editor. He sparks the questions the world's biggest newspaper staff will ask all over the world today. He directs the processing of the answers into what you will read tomorrow as the biggest news report you can get from any source.

Turner Catledge has been a newspaper man since his early teens. He set type by hand on a Mississippi weekly while still in high school. He was managing editor of another while in college. He was managing editor of still another before he cast his first vote.

In 1924, Turner Catledge became a reporter for the *Memphis Commercial Appeal*. In 1927 he went to the *Baltimore Sun*. In 1929 he came to *The New York Times*. Except for two years with the

Chicago Sun, as national correspondent and then as editor, he has been a *Times* man since.

As a member of its Washington staff, he covered the Capitol, the White House, the New Deal. He became an expert in politics and a specialist in explaining complicated tax legislation. His coverage of Roosevelt's Supreme Court fight helped him produce, with Joseph Alsop, an authoritative record of it, "The 168 Days."

As national correspondent, Turner Catledge got to know intimately much of the U. S. and many of its leaders. On special assignments pretty much all over the world, he got to know foreign peoples and their leaders. Today, as chief news executive of *The Times*, he is still what *Time* called him, "a good reporter."

The *Times* team includes many men and women like Turner Catledge. They are expert reporters, skilled correspondents, knowing editors. Working together, they produce each day a newspaper that is vital, alive, vigorous, alert, different from any other you know.

*Because this team puts more into *The Times*, readers get more out of *The Times*. So do advertisers. That's why *The Times* is the advertising leader in New York, and has been for 33 consecutive years. There's a lot about *The New York Times* today you ought to know. When may we tell you?

The New York Times

"ALL THE NEWS THAT'S FIT TO PRINT"



If Benj. Franklin were *buying* magazine space today...

WOULD HE BE SWAYED BY BOXCAR NUMBERS? OR WOULD HE EVALUATE ALL 12 INHERENT FACTORS OF MAGAZINE SELLING POWER?

By FRANCIS N. McGEHEE
Vice President & Advertising Director, Redbook Magazine

BENJ. FRANKLIN was, to an astonishing degree, a man of parts — patriot, diplomat, inventor, author and more.

But he is best remembered, perhaps, as printer and magazine publisher. His weekly, *The Pennsylvania Gazette*, as everyone knows, became *The Saturday Evening Post* and his *General Magazine & Historical Chronicle* was America's pioneer magazine.

He is also a symbol for good, hard common sense.



* * *

If he were in business today, making and selling a modern version of his Bathtub, how would he go about evaluating national magazines—as a medium and a force to maintain and increase his sales?

* * *

I think he might look, first, at the recent history of magazines—with an intensely practical (and practiced) eye — to see how successful they have been with both their readers and their advertisers.

Once over the surprise at the many differences between the magazines of today and his day, Franklin would discover (through MAB statistics) that—

More People Are Buying Magazines today than ever before —151,000,000 copies of each issue of the ABC magazines in 1951, as against 129,000,000 in 1946, and around 94,000,000 in 1939. (All this, in the face of the sensational growth of that fascinating new medium, television.)

More Advertisers Are Using Magazines today than ever before — 1,970 national magazine advertisers (spending \$25,000 and over) in 1951, as against 1,863 in 1946, and only 660 magazine advertisers in 1939. (More national magazine advertisers than national advertisers in newspapers, radio and television combined.)

More Dollars Are Invested in Magazine Advertising than ever before—\$511,200,000 in 1951, as compared to \$379,400,000 in 1946, and \$165,600,000 in 1940. (More than was spent by national advertisers in any other medium.)

* * *

Benj. Franklin would realize that such an impressive story of progress must have its roots in some very solid values—which magazines are delivering to both readers and advertisers.

Franklin would realize that other media have values of their own; but he would conclude the magazines' advertising values are provided, in the aggregate, by no other medium.

I feel sure he would examine those values—or factors—that make magazine advertising value so powerful. Because his purpose, remember, is to sell more of his Bathtubs.



Here is what Franklin would find—

1. MAGAZINES HAVE LONG LIFE.

Because their editorial content is thoughtfully planned, carefully chosen, well edited—because they are informative, entertaining and of practical service—magazines stay in the home from weeks to months, and sometimes longer. (Franklin would see that his advertising message likewise enjoys longevity.)

2. READERS RETURN TO THEIR MAGAZINES MANY TIMES—

because it is practically impossible to read the wealth of features and stories at one sitting. The number of different readings may vary from 1½ to 2 times for a picture magazine like *Life* to 7 or 8 times for, let us say, a service magazine like REDBOOK. (Benj. would realize that his ads have many opportunities to be seen and read.)

3. READERS SPEND LONG READING-TIME WITH MAGAZINES

—ranging up to 7 and 8 hours per issue for many magazines. (Franklin would translate this to mean that his ads have longer exposure in magazines than in any other medium.)

4. MAGAZINES ATTRACT LIKE-MINDED AUDIENCES...

because they are edited to satisfy certain basic and broad interests. Their circulations are homogeneous. For example: *McCall's* appeals to women (homemakers); *Outdoor Life* is read by men interested in fishing and hunting; REDBOOK is the magazine for Young Adults, men and women. And because America is so big—it is possible for magazine circulations to number 2, 3 and even up to 5½ millions.

5. MAGAZINES OFFER THE ADVERTISER SELECTIVE CIRCULATIONS.

Franklin would appreciate the fact that he does not have to create his own audience of prospects for his Bathtub—as he would have to do in some media. His market has been pre-selected for him—he has only to buy the magazine whose readers will buy his Bathtub—for instance, REDBOOK's 18 to 35 age group—who are buying and building so many new houses.

6. MAGAZINE CIRCULATIONS ARE VOLUNTARY

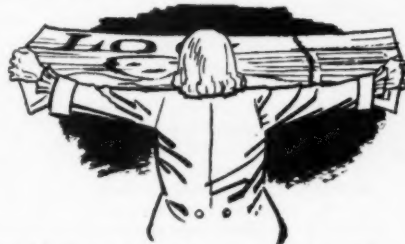
—which means that magazines are in the homes because they are wanted—and have been bought to be read. (And this reading, Franklin would see, extends to the advertising pages.)

7. MAGAZINES DELIVER A BONUS OF PASS-ON CIRCULATION

—made up of readers whose magazines are passed on to them from the original subscribers or newsstand buyers. This, Benj. Franklin would agree, is a bonus—a dividend audience for his advertising—circulation not counted in ABC figures.

But Franklin would be frankly puzzled at the disproportionate emphasis sometimes placed upon this single factor—through elaborate surveys designed to stretch already big circulations into fantastic boxcar figures of readers or, as it is called, "audience."

Franklin will not have missed this statement which is reported to have been made by the head of one of the organizations conducting such surveys: "I don't trust audience figures too easily—even if they come from us."



If all he wanted was sheer numbers, Franklin would discover he might do better buying radio or outdoor. It is in *their* nature to have big numbers. It is not in the nature of magazines to ape them with fancy hand-stands. Magazines have too many solid values of their own to need to clutter the picture with mammoth statistics which lift the eyebrow but not the inherent value of magazines.

8. MAGAZINES PROVIDE THE BEST POSSIBLE ATMOSPHERE FOR ADVERTISING.

It would not take Franklin long to discover that the similarity in subject matter (and mood) of editorial and advertising helps the impact of his advertising. What could be more appropriate, for example, than to advertise his Bathtub in REDBOOK to Young Adults who are interested in their homes and have just read a REDBOOK piece on home making.

9. MAGAZINE COVERAGE IS SIMULTANEOUS THROUGHOUT THE NATION.

This is an important advantage when planning merchandising programs. Moreover, only in magazines is an advertiser unbeset by competition from local or sectional brands. (Franklin would agree—although the concept of merchandising might be new to him.)

10. MAGAZINES SHOW PRODUCTS REALISTICALLY, COLORFULLY.

Good reproduction, plus color, gives advertisers the opportunity to show products in use—to reproduce packages in color, *as they are*—to stimulate the wants and buying impulses. (Franklin, the printer, would agree completely.)

11. MECHANICAL PRODUCTION COSTS ARE LOW,

on the basis of per-1000 of delivered circulation.

12. MAGAZINE SPACE COSTS ARE LOW.

Probably no other medium delivers so much pre-selected market, with so little waste, for so little money as do the magazines. (Franklin, not unknown to thrift would nod his head yes.)

★ ★ ★

With *all* these factors—or values—it would be no surprise to Franklin that magazines deliver unique selling power to their advertisers. In fact, every magazine can show him case histories and success stories by the file full.

And with his fondness for axioms (of which he made a-plenty under his pen-name of Poor Richard) Franklin would decide this to be axiomatic:

For deep and convincing impact on selected prospects in certified numbers, resulting in high sales volume at low cost . . . there is no better medium than magazines . . . in 1952 as in 1741.

★ ★ ★

How can I be sure that Franklin would react in the way I have described, would measure and evaluate *all* of each magazine's attributes? Well—many of my media director and space buyer friends who are known for their good, hard common sense, tell me they feel just that way. They believe and I believe it's the right way to evaluate magazines.

And I'm pretty sure REDBOOK would be near the top on Benj. Franklin's magazine list. Its low cost would appeal to him and he would go along with the idea that "Young Adults" are much easier to sell—Bathtubs or anything else.

THIS ADVERTISEMENT IS PUBLISHED IN THE INTEREST

OF NATIONAL MAGAZINES . . . AND OF REDBOOK . . . BY

Redbook

The Magazine for Young Adults

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING
Trade Mark Registered

Issued every Monday by Advertising Publications, Inc., 200 E. Illinois St., Chicago 11 (DE 7-1334), 801 Second Ave., New York (MU 4-8160), National Press Bldg., Washington 4, D. C. (NA 7457); G. D. CRAIN JR., president and publisher, S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS, vice-presidents, C. B. GROOMES, treasurer.

Member Audit Bureau of Circulations, Associated Business Publications, National Association of Magazine Publishers, Advertising Federation of America.

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Editor, S. R. Bernstein
Executive Editor, John Crichton
Managing Editor, Robert Murray Jr.
Assistant Managing Editor, Marjorie K. Sweeney
Washington Editor, Stanley E. Cohen
Feature Editor, Emily C. Hall
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Correspondents in All Principal Cities.

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Manager Sales and Service, G. D. Lewis
Advertising Production Manager, George F. Schmidt

New York: Halsey Darrow, James C. Greenwood, John P. Candia, Harry J. Hoole, Manning Brown

Chicago: O. L. Bruns, Western Advertising Mgr. J. F. Johnson, E. S. Mansfield, Arthur E. Martz, Rod H. Minchin

Los Angeles (17): Simpson-Rally Ltd., 7797 W. Eighth St., Walter S. Rally, Pacific Coast Manager

San Francisco (3): Simpson-Rally Ltd., 703 Market St., Wm. Blair Smith, Mgr.

15 cents a copy, \$3 a year, \$5 two years, \$4 three years in U. S., Canada and Pan America. Foreign \$4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfield, circulation director.

Agency Mergers: A Serious Situation

For several years after the war, the columns of ADVERTISING AGE were filled with reports of new agencies, most of them split-offs from existing agencies. Now the situation seems to have reversed itself. Scarcely a week goes by that we do not report an agency merger or dissolution. Last week we reported two major moves of this kind.

It is clear that trends in both directions were largely induced by economics. When the war ended and the advertised depression failed to arrive, it looked like a good man, with an account or two, could make more money in his own shop than he could working for some one else. So he started his own shop.

Now high break-even points and continuing demands for more extensive services are making the going tough for many agencies, and the risks too great. A merger, or something resembling it, often seems the best, if not the only way out.

It is usually pointless to inveigh against an economic trend. In some respects, such trends have the force of natural law. But, aside from all other considerations, the disappearance of smaller agencies concerns us, and should concern all advertising men, for one very important reason. That reason is that such a trend is likely to speed up the already noticeable tendency of all advertising to look pretty much alike.

It seems axiomatic that a large number of smaller agencies is likely to turn out a larger variety of advertising than a small number of large agencies. Even though no recognizable "agency formula" may develop, it is unreasonable to expect that a single agency will normally move in as many directions creatively as would a number of independent agencies. And this is a very serious situation.

There can be little doubt that scientific approaches to advertising, and wide dispersion of knowledge, have resulted in more and more advertising looking exactly like other advertising. There is constant and, in our opinion, justifiable concern over the fact that a very considerable volume of present-day advertising could just as well run over the signature of some other company as over the name which is actually signed to it.

Too many people are imitating too many other people. Too many advertisers are refusing to explore new paths. Too many advertisers are "adapting" instead of creating. Too much advertising is merely advertising, instead of being intimately related to a particular product or company, definitely distinguishable from all other advertising for other products or companies.

For this reason alone—even though there are many others—thoughtful advertising men should do all in their power to see that individualism in ownership and operation, as well as in creative planning and thinking, does not disappear from the agency business.

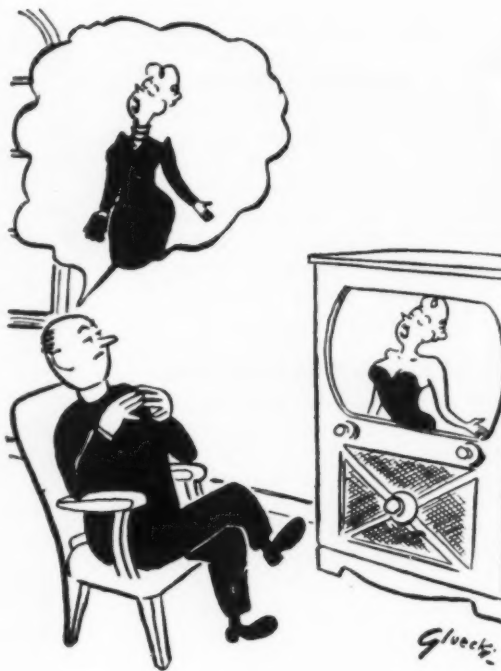
Those Constantly Shifting Lines

The sudden emergence of the "rack jobber" as an important factor in the drug business is one more indication of the rapidity with which the distribution system in the U. S. can change.

Rack jobbers were probably not in existence three years ago; they are still unknown to many segments of the business world. But in the area of drug sales, particularly drug sales through supermarket and grocery-type outlets, they have already assumed an extremely important position.

Not all changes in distribution methods and patterns are so spectacular, but when one comes along, it indicates the extraordinary state of flux of the distributive machinery of the country.

Channels of distribution and retail sales are shifting constantly, and as a result, no one can afford to assume that his distribution machinery is working at top efficiency unless he is keeping the closest kind of check on new developments in every section of the country.



—Electrical Merchandising

What They're Saying

Advertising's Other Side

In these days when it has become fashionable to damn all advertising for the abuses of a small but noisy minority of its practitioners, it seems only fair to throw some light on a little known but wonderful side of this dynamic force of business we so often pick on.

Particularly so here in New Canaan, since our town is facetiously supposed to have residing within its bucolic borders more advertising men per square mile than any other in the country.

They can take pride in the fact that it has been the men and money and methods of national advertising that have been responsible for some remarkable progress in building public understanding and cooperation for a number of vital human causes in this country—from better schools to traffic safety.

The instrument has been the Advertising Council, a non-profit business organization of volunteer "task forces" drawn from the three great forces of national advertising: the large companies who are the advertisers, the agencies who do the creative work, and the media that carry the messages—newspapers, magazines, outdoor and transit advertising, radio and television.

Originally created to put the talents of advertising behind the war effort of World War II, the council is now a permanent institution of business serving the interest of all the people, with a public policy committee of 19, drawn from all segments of our society, whose three-fourths vote is required before enlisting the council's volunteer task groups for a cause or campaign.

Recognizing that in order to act intelligently in this complex world, large masses of people must get the facts on perplexing national problems quickly and easily, these men of advertising have donated

many millions of dollars worth of time, talent, publication space and air time, for dozens of our democracy's biggest tasks and emergencies.

During this year alone, you'll see the heart and skills of national advertising at work in no less than two dozen public-service campaigns. Here are just a few of them: Armed Forces Blood Program ("What happened to that pint of blood you were going to give?")... Better Schools ("Remember, our schools are what we make them.")... Community Chests ("Everybody benefits—everybody gives.")... Forest Fire Prevention ("Smokey says: only you can prevent forest fires!")... Traffic Safety ("Be careful—the life you save may be your own!")... Women in the Services ("Take your place in America's biggest job—defense!")... U.S. Defense Bonds ("Peace is for the strong—buy United States Defense Bonds!")... Register and Vote ("Vote as you please—but VOTE!")... and Religion in American Life ("Take someone to church this week—you'll both be richer for it!")

The next time you hear advertising in general being lambasted for the sins and excesses of a little of it (less than 1% is even set aside as questionable by the government's reviewing Federal Trade Commission), it seems only fair to remember that the same force that has sparkplugged our economy to the greatest material standard of living on earth is also working behind the scenes to help us all in some of our worthiest spiritual aims.

And if something as fine as this isn't as well known as it deserves to be, perhaps we should cite the old adage about the shoemaker's children going barefoot.

—Frederick Bowes Jr., director of public relations and advertising, Pitney-Bowes Inc., in a guest editorial written for the Advertiser, New Canaan, Conn.

Rough Proofs

Pierre Martineau says cigaret advertisers overlook "a wide range of powerful psychological reasons why people smoke."

Such as everybody's doing it?

Just as no woman would ever wear lipstick unless all other women did, no female would consider taking a drag from her favorite cigaret unless she was sure the action would be approved by her best friends and severest critics.

Cpl. Farkas has finally won the battle of Washington, and may now call his Ford a lemon if he wants to. Fortunately for the peace of mind of the folks in Detroit, he's still in a lonesome minority.

Agencies all over the country continue to announce mergers, no doubt hoping that their combinations will achieve the solid rhythm and polysyllabic roll of Batten, Barton, Durstine & Osborn.

"Most competitive period is ahead," predicts Lawrence A. Appley. That's what your favorite media representatives have been telling you right along.

Ossola Co. has extended its market for pasta fazzool and minestrone from the Latins in Manhattan to English-speaking consumers, who are undoubtedly more interested in the taste than the sound.

National Family Opinion Inc. says much buying of major products is on an impulse basis, the theory being that a woman can fall just as hard for a new freezer as for a delectable millinery confection.

AA editors complain because agencies don't seem to know how to write copy promoting their services, probably because most of them have had so little experience in that field.

At last the world is being told of the advent of a product it has long been awaiting—an improved bass drum pedal invented by Bob Ramsey, who has the necessary endorsements to prove its value.

Now that Fred Schneller has caught a 131-lb. alligator pike in the White River of Arkansas, maybe a Philip Wylie or Ernest Hemingway will be found to write the epic of the inland waters.

If people ever start flying to the moon, Iron Age says, it will be because of the help of its readers. That's right, provided, of course, the latter don't prove their products by attempting the trip themselves.

"Alertness to greet customers" is one of the major items on a scorecard for retail salesmen devised by Anvil Brand Inc.

And this goes no matter what may be happening to the Yankees, the Dodgers or the Giants.

COPY CUB.

THERE'S AN ECHO IN THE VALLEY...

EXPANDING!

EXPANDING!

EXPANDING!



*The World's Greatest
Industrial Area*

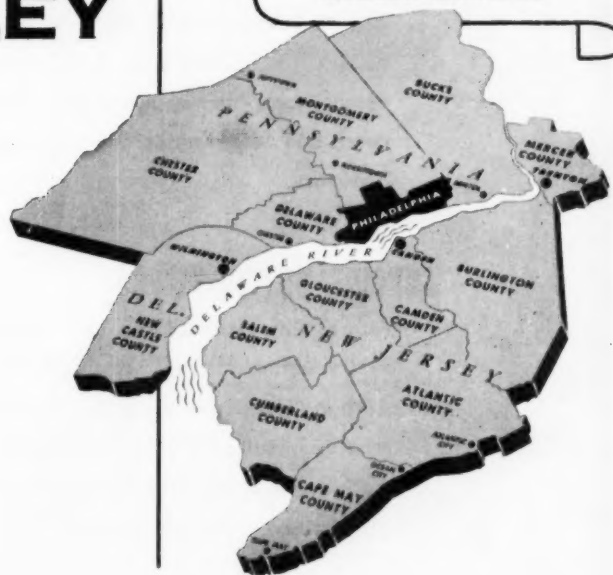
**DELAWARE VALLEY
U. S. A.**

... the Greater Philadelphia Market!

Sights are set high and moving higher in the Delaware Valley. From Trenton to Wilmington, with Philadelphia at its hub, this bustling, building area knows only one direction . . . forward!

There's growth and gain everywhere . . . the greatest names in industry boost Delaware Valley activity. Housing, utilities and public works all keep pace with industrial expansion. Wages and salaries on the rise mean greater purchasing power . . . more retail sales.

Delaware Valley expansion has a powerful stimulant . . . THE PHILADELPHIA INQUIRER. Constantly constructive in outlook, THE INQUIRER serves the *whole* Valley by encouraging and promoting the over-all development of this booming area. Increasing influence in the Delaware Valley rewards INQUIRER advertisers with increasing sales.



Now in its 19th
Consecutive Year of Total
Advertising Leadership
in Philadelphia!



The Philadelphia Inquirer

Constructively Serving The World's Greatest Industrial Area

Exclusive Advertising Representatives: **ROBERT T. DEVLIN, JR.**, Empire State Bldg., N.Y.C., Longacre 5-5232; **EDWARD J. LYNCH**, 20 N. Wacker Drive, Chicago, Anderson 3-6270; **GEORGE S. DIX**, Penobscot Bldg., Detroit, Woodward 5-7260. West Coast Representatives: **FITZPATRICK & CHAMBERLIN**, 155 Montgomery St., San Francisco, Garfield 1-7946 • 1127 Wilshire Boulevard, Los Angeles, Michigan 0259

KANSAS CITY- Nation's

Here's Why!

MOST THOROUGH COVERAGE IN AMERICA

95% circulation coverage of metropolitan area—with one newspaper—The Kansas City Star—at nation's lowest milline rate. The Star has a daily circulation of more than 700,000 copies. The Star has the largest home-delivered carrier circulation of all newspapers in America.

861,000 POPULATION — 268,500 FAMILIES

Average family income \$5,431.00—59% owner occupied homes—75% live in single detached houses. 50,000 increase in population since 1950 census—total metropolitan area population exceeds 861,000—Kansas City is headed for the million mark.

SURGING BUYING POWER

Kansas City is ahead of itself. 17th in population—15th in annual retail sales (\$1,073,581,000.00)—17th in Grocery Sales (\$200,675,000.00)—11th in wholesale sales (\$3,805,882,000.00)—9th in bank clearings (\$18,000,000,000.00)—Quality of Market 20% above national average.

POWERFUL, CONCENTRATED RETAIL OUTLETS

Record-breaking smart retail operators in food, drug and merchandise lines. Four grocery organizations do 64% of dollar volume; three drug chains do 65% of dollar volume. Advertising, merchandising and tie-up conscious retailers mean quicker, checkable response—greater volume.

FABULOUS TRADE AREA

No mountain, lake, ocean or other barrier separates Kansas City from the great, thriving rural and urban areas that look to it as their capital and industrial metropolis. From every direction and in every direction there's a free flow of commerce between Kansas City and the grain-rich, cattle-rich, oil-rich territories that surround it.

STABLE, BROAD-BASED ECONOMY

By the yardstick of major enterprises, Kansas City is the nation's most diversified city. Historically its wealth derives from the soil—wheat, corn, livestock, oil, lumber—but to this must be added rail, air and highway transportation, and a vast and surging manufacturing development. Kansas City stands supreme among American cities in the year-in, year-out uniformity of its prosperity and the virtually unbroken record of its progress in resources, production and spendable income.

PUT KANSAS CITY and THE STAR ON YOUR LIST

★ NATION'S TOP TEST MARKET ★ NATION'S TOP TEST MEDIUM

Top Test Market!

Powerful MERCHANDISING

THE KANSAS CITY STAR GROCERY MERCHANDISER

- makes advertising click
- gets grocer awareness and action
- moves more cases of your goods

EVERY WEEK—not just once or twice a month, The Star mails its Grocery Merchandiser to a highly selected list of grocers who do 94% of the grocery dollar volume in the Kansas City market. It's also sent to management, sales and advertising personnel of all grocery and drug chains, as well as to top food brokers in the market.

All food schedules are detailed a week in advance and features with appropriate art work and stories, the new schedules, dominant ads, consistent schedules.

Every week—52 weeks a year—The Kansas City Star Grocery Merchandiser preaches these basic concepts of food merchandising and advertising:

1. Keep your stock high.
2. Display Star advertised merchandise prominently in your store.
3. Tie-in with Star advertised brands in your own advertising.

Armed with the Grocery Merchandiser, The Star's local solicitors personally urge grocers to run tie-in advertising.

Yes, The Star's Grocery Merchandiser is read, used and acted upon by Kansas City grocers.

PUT KANSAS CITY AND THE STAR ON YOUR LIST—
Get the plus value The Star puts into Grocery Advertising

Write, Wire or Phone

THE KANSAS CITY STAR

Kansas City
1729 Grand Ave.
Harrison 1200

Chicago
202 S. State St.
WEBster 9-0532

New York
15 E. 40th St.
Murray Hill 3-6161



Jordan Gets Growers Group
Jordan Co., Los Angeles, has been appointed to direct public relations for the Bedding Plant Ad-

visory Board. Organized under a state marketing order, the board represents all California growers of bedding plants.

Media men know:

The proof of the pulling is in the repeating!

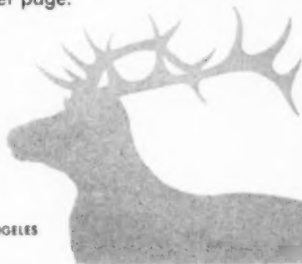


There's no surer proof of a magazine's pulling power than its repeat advertisers. And if they're mail order advertisers, so much the better, because they never guess about results — they know.

This is the kind of proof we'll show you for The Elks Magazine . . . circulation: 1,018,000 . . . rate per thousand: \$2.15 per page.

THE
Elks
MAGAZINE

NEW YORK • CHICAGO • DETROIT • LOS ANGELES



Nursery Men Plan to Set Up Criteria for Mail Order Ads

SEATTLE, Sept. 16—A campaign to protect the public against false and misleading mail order advertising of nursery stock has been undertaken by American nursery men. This was reported last week by Dr. Richard P. White, Washington, D. C., executive secretary of the American Assn. of Nurserymen, before a joint meeting of the Washington State Nurserymen's Assn. and Chapter 28 of the national organization.

"We are going to clean our own house," Dr. White said. He explained that the association hopes to set up a criterion of advertising copy standards and to have these standards accepted by newspapers, magazines, radio and TV. He said that an advertising review board would be established. Standards for packaging also will be set up, he added.

■ Another speaker, W. D. Plough, Wenatchee, Wash., advised nursery men to "take it easy" on selling the large potential market created by the completion of new housing. "Don't try to do it all at once," he suggested. "Work out a plan with the homeowner which will suit him financially." A suggestion was made that the work be spread over a period of perhaps five years.

Snow Named to New Post

Don Gussow Publications Inc., New York, has announced the appointment of Robert Snow as the company's eastern advertising manager. For the past four years Mr. Snow has been manager of the eastern office of the *American Bottler* and other publications affiliated with the company.

Getting Personal

Sept. 3 was anniversary day at two of the Akron rubber companies. At Firestone, **Lee R. Jackson**, president, celebrating his 40th anniversary with the company, was given a silver plate engraved with the signatures of fellow board members; a diamond-set pin and \$200 check, traditionally given to 40-year employees. A special ceremony at Goodyear Theater marked the 40th anniversary of **R. S. Wilson**, v.p. in charge of sales of Goodyear Tire & Rubber Co. **P. W. Litchfield**, board chairman, did the honors in presenting a gold lapel pin. . .



VACATION OVER—Cornwall Jackson, v.p. and general manager of J. Walter Thompson Co. in Hollywood, arrives in Los Angeles with Mrs. Jackson (the former screen actress Gail Patrick) and daughter Jennifer, after a five-week vacation in Hawaii.

A record-breaking crowd turned out for the Sept. 11 luncheon-meeting of American Assn. of Newspaper Representatives' New York chapter, which honored **John F. Mayer** for his 50th anniversary in advertising, the last 25 with Street & Finney, where he is v.p. and media director. Mr. Mayer also received the newspaper representatives' "Little Oscar" set in a lamp with a shade made up from the current issues of the *New York Times*. . .

Vanguard Advertising president and former AA staffer **Joe Russakoff** has been named to the business administration faculty at Manhattan College, where he will teach advertising media in the department of marketing. . . **William I. Kaufman** of the NBC-TV department will have his second annual "Best Television Plays" published on Sept. 26. . .

Former WMGM sportscaster, **Bert Lee Jr.**, received the American Spirit Honor Medal for being an outstanding "boot" trainee at the Marine Corps' Parris Island depot. The interviewing board found Bert "the finest candidate in the history of this award". . .

Four media men have assumed division chairmanships for the 1952 New York Travelers Aid Society drive. **Haik Kavookjian**, president of Bingham Photo Engraving Co., is chairman of the photo-engravers division; H. Wolff Book Mfg. Co.'s president, **Bertram Wolff**, heads up the book binders division; **James Wright** of Wright Photo Offset Co. is chairman of the lithographers division, and **John Johns**, v.p. at Batten, Barton, Durstine & Osborn, will supervise the advertising agencies division. . .

Among the 388 debutantes who will be received into New York society this season are Margaret Bermingham, daughter of Bermingham, Castleman & Pierce president **Arch Bermingham**; Beverly Carr, daughter of **McCall's** v.p. and ad director **William B. Carr**; Judith Coste, daughter of Coca-Cola's **Felix W. Coste**; Mary Hawes, step-daughter of **Mae-Lean Hoggson**, v.p. of Harper-Atlantic Sales Inc., and Lois Owen, daughter of **Owen & Chappell's** president, **John H. Owen**, who just joined Kenyon & Eckhardt. . .

Veteran showman and first president of the National Broadcasting Co. **Merlin Hall (Deke) Aylesworth** is in St. Luke's hospital, New York, suffering from a liver ailment. He has been seeing nobody but his secretary since June. . .

Angelenos now ask that people everywhere know that the proper pronunciation of the city name calls for a soft "g" (Loss An-juh-less). This official pronunciation was decided upon by a jury of prominent citizens headed by **Calvin J. Smith**, president, Southern California Broadcasters Assn. and general manager of KFAC, and including many other prominent broadcasters. . .

A 35-year pin for service to Westinghouse Radio Stations has been awarded to **Cy Young**, assistant to the manager of WBZ and WBZ-TV, Boston. . .

C. James Fleming Jr., Compton Advertising v.p., has become chairman of the advertising division of the United Hospital Fund's 1952 appeal. . . PR executive **Michael Ames**, with David O. Albert Associates, is teaching a 12-week evening course on "Radio and Television Publicity" at the New York's City College school of general studies. . .

Edgar Kobak, chairman of the Broadcast Advertising Bureau's executive committee, has received a special citation from BAB's board of directors "for distinguished service and outstanding leadership on behalf of the American radio industry". . .

The New Leader in the Motel Field

Announces . . .

45% increase in paid circulation

Latest ABC statement shows AMERICAN MOTEL MAGAZINE now has more than 13,000 paid subscribers—an increase of more than 45% from June 1951 to June 1952. Publisher guarantees ABC paid circulation of more than 15,000 by July, 1953.

10% increase in advertising rates

New advertising rates become effective January 1, 1953 with maximum protection for present as well as new advertisers. Contracts received before December 31, 1952 will be honored at the present rates through the first six months of 1953. Even with the new rates, AMERICAN MOTEL MAGAZINE still offers the largest circulation at the lowest cost per thousand readers.



The New Leader in the Motel Field with the greatest gains

- Now over 13,000 paid Motel subscribers. This is over 3,000 more Motel subscribers than the second publication.
- 103% gain in advertising volume for the first 6 months of 1952 compared to the same period in 1951.
- The number of advertisements carried in the same period increased from 165 to 403.



FISH STORY—Bragging about their haul in the annual Catalina Albacore Derby are (left to right) Dave Knox, account executive, and Norton W. Mogge, president, Mogge-Privett Inc., Los Angeles agency; Robert J. McAndrews, commercial manager of Station KBIG, Catalina, and Charles Stevenson, advertising manager of Van's Grocery Co., Los Angeles.



Unlocking a Continent

Inland waterways, linked by locks like these, opened up many of America's rich industrial areas. Today nearness to transportation remains an important factor in the choice of an industrial site. And, communities and areas seeking to attract new industries have found that advertising in *Business Week* is a profitable investment, because—

Business Week is read by a highly concentrated audience of Management-Men . . . executives who make or influence buying and policy decisions for their companies. They are the men who decide on matters such as transferring their firms' operations to new locations.

Today, as for the past six years, states, cities, railroads, public utilities and civic minded organizations place more advertising pages in *Business Week* than in any other general business or news magazine. These advertisers know . . .

YOU ADVERTISE IN BUSINESS WEEK WHEN
YOU WANT TO INFLUENCE MANAGEMENT-MEN

BUSINESS WEEK

330 WEST 42ND STREET, NEW YORK 36, N. Y.



These Industrial Site Advertisers Regularly Reach Many of their Key Prospects through *Business Week*

American Gas and Electric Service Corp.	Minnesota State, Dept. of Business Research & Development
American Gas Association	Missouri Division of Resources & Development
Baltimore & Ohio Railroad Co.	Nebraska State (Division of Nebraska Resources)
Billings Commercial Club	New Jersey Dept. of Conservation & Economic Development
Broward County, Florida, Economic Development Commission	New York Central Railroad
Central & South West Corp. (Public Service Co. of Oklahoma)	Norfolk & Western Railway Co.
Charleston, South Carolina, Development Board	North Carolina Dept. of Conservation & Development
Chesapeake & Ohio Railway Co.	Oakland, California, Metropolitan Area Committee
Chicago & Eastern Illinois Railroad	Oklahoma Planning & Resources Board
Cincinnati Gas & Electric Co.	Pennsylvania Commonwealth Dept. of Commerce
Cleveland Electric Illuminating Co.	Philadelphia Electric Co.
Colorado State (Dept. of Development)	Public Service Electric & Gas Co.
Commonwealth Edison Co.	Sacramento, California, Chamber of Commerce
Consumers Power Co.	South Carolina Research, Planning & Development Board
Dayton Power & Light Co.	Southern Railway Co.
Erie Railroad Co.	Union Pacific Railroad Co.
Fresno, Cal., Chamber of Commerce	United Gas Pipe Line Co.
Iowa Development Commission	West Virginia Industrial & Publicity Commission
Louisiana State Board of Commerce & Industry	
Maine Development Commission	
Middle South Utilities, Inc. (Arkansas Power & Light Co.)	

Source: Publishers Information Bureau

A MCGRAW-HILL PUBLICATION

Renner to 'American Family'

Conrad J. Renner has been appointed to the new post of assistant to J. B. Scarborough, president and publisher of *American Family*. He previously was national advertising manager of the *New York Sun* until that paper was sold, and most recently was a partner in Harcon Inc., publisher of "Portrait of America." He will be located in the Chicago headquarters of the magazine.

ABP Names Promotion, Research Committees

NEW YORK, Sept. 16—Nineteen representatives from member papers in Associated Business Publications will staff ABP's promotion and research committee during the coming year. Edward B. Wintersteen, general manager of the trade paper division of Reuben H. Donnelley Corp., is committee chairman.

Serving with him are Stanley E. Allured, eastern manager, *Manufacturing Confectioner*; Richard E. Brown, eastern advertising representative, *Bakers Weekly*; Cyril B. Delgado, editor and business manager, *Glass Industry*; Robert E. Hill, promotion manager, *Baking Industry*; Stephen R. Kent, director of advertising, *American Aviation*; L. S. Kunstler, business manager, *Linens & Domestic*, and George E. Lockwood, president and treasurer, *Paper Trade Journal*.

Also, Adkins Lowell, sales promotion manager, *American Machinist and Product Engineering*; James E. Neary Jr., advertising manager, *Sports Age*; Robert M. Price, advertising manager, *Air Conditioning & Refrigeration News*; B. E. Sawyer, sales manager, *Chemical Engineering and Chemical Week*, and W. Elmer Seaman, v.p., *Chain Store Age*. Other members are Charles A. Simonson, New York manager, *House & Home*;

B. A. Sparks, promotion manager, *Petroleum Engineer*; Wallace J. Osborn, v.p., Keeney Publishing Co.; Mitchell Tucker, v.p. and advertising manager, *Oil & Gas Journal*, and L. E. Williams, advertising manager, *Retailing Daily*.

Gets Slim Milk Account

Wasser, Kay & Phillips, Pittsburgh, has been named to handle advertising for Slim, a non-fattening milk product distributed in Pittsburgh by Page Milk Co. Bell Brook Dairies, San Francisco, licenses the product. A campaign, which began Aug. 27, includes television spot promotion, radio programs, newspaper coverage, 24-sheet posters, direct mail and point of sale promotion. The entire campaign will continue through the month of October.

B&B Names Haven, Wagner

Samuel Haven, formerly with William H. Weintraub Co., and Bertrand Wagner, last with Pedlar & Ryan, have joined the Benton & Bowles media department in New York as print buyers.

Southern Automotive Journal

ABC
NSP

The only automotive publication which literally blankets the prospering South and Southwest. 16 million cars! Write for full market data.

806 PEACHTREE STREET, N. E., ATLANTA 5, GEORGIA

Creative brains at work -



TV spots, shorts, package shows

ONLY VOGUE WRIGHT
OFFERS THESE SERVICES

- Motion Pictures
- Slide Films
- Television
- Training Aids

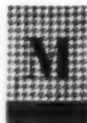
It's the experienced brain *behind* the camera that takes commercial film presentations out of the rut of the ordinary. At Vogue Wright, there are many such creative brains, resulting in eye-stopping films for TV, motion pictures, or sound slides. Let us show you examples of what we mean . . . anytime at your convenience!

Vogue Wright STUDIOS

NEW YORK: 225 Fourth Avenue

CHICAGO: 237 East Ontario Street

HOLLYWOOD: 1041 North Formosa



MA R T E X
"The Terry Towel" made.



TWEED TOWEL—Ads like this one, which appeared in *The New Yorker*, are being used by Wellington Sears in its promotion of Martex Terry Tweed towels.

Martex Sells Tweed Towel with Tweed Fragrance Tie-in

NEW YORK, Sept. 17—The Martex department of Wellington Sears Co. is offering retailers a store promotion which ties in Martex Terry Tweed towels with Tweed fragrance made by Lentheric Inc.

The campaign will sell the "tweed idea," with the towels and fragrance getting co-billing. Stores are offered a special package which includes displays for windows, main floor islands, elevator banks, beauty salons and cosmetic, sportswear and linen departments.

In the linen department of a participating store, Martex will provide free linen closet sachet packets of Tweed fragrance for each buyer of the Terry Tweed towels. A sachet packet also is being stapled to a Martex Terry Tweed brochure for use as a merchandising piece in department store restaurants.

Lentheric Inc. also will supply bulk quantities of Tweed fragrance for stores equipped with lobby atomizer sprays and fountains.

The promotion is being handled through the Martex agency—Ellington & Co., New York.

Brunswick to Be Holding Company for Shrimp Packers

Brunswick Enterprises has been formed as a holding company for three shrimp packers: Jekyll Island Packing Co., Brunswick, Ga.; Colter Corp., Palacios, Tex., and Golden Isles Canning Co., Brunswick, Ga. Colter Corp. and Jekyll Island will act as operating companies for the freezing of green, vein-removed, breaded and bait shrimp and perhaps of shrimpburgers as well. Golden Isles will function as the operating company for the canning of shrimp products.

M. A. Ries of Jekyll Island, which controls Golden Isles, has been elected president of Brunswick, and Joseph W. Powell Jr., executive v.p. of American Research and Development Corp., Boston, which is the largest stockholder in Colter, has been elected v.p. and treasurer. Charles Hoch, v.p. and general manager of Colter, will supervise the Texas operation. Mr. Ries and American Research are the principal stockholders in Brunswick. The interest of C. H. Bateman of Macon, Ga., associated with Mr. Ries in Jekyll Island since 1949, has been bought out.

Cohon Named Agency Partner

Irving M. Cohon has joined in partnership with his son in Herbert W. Cohon Co., New York agency which has been in operation since March. The senior Cohon has been advertising director of Howard Clothes for 19 years. He will supervise all creative activities of the agency.

Average American Is Not Better Off Now Than in '39: Miller

SHAWNEE ON DELAWARE, Pa., Sept. 16—The notion that the average American is much better off than in 1939, despite taxes and inflation, got a mild working over here yesterday.

According to Herbert J. Miller, executive director of the Tax Foundation, the betterment view had better be taken with a grain of salt.

Speaking before the Government Research Assn., Mr. Miller asserted that his purpose was to challenge "a too glib acceptance of over-all statistics."

"We find that per capita disposable personal income in 1939 dollars rose from \$536 in 1939 to \$760 in 1951, a 42% increase. Closer inspection shows, however, that all of this increase occurred between 1939 and 1944. In fact, since the 1944 per capita disposable income in 1939 dollars was \$772, there was an actual decrease of 2% from 1944 to 1951."

■ He also pointed out that the net worth of the average American family (assets minus debts) fell from \$10,323 in 1939 to \$9,033 in 1951, a drop of 12.5%, using 1935-39 dollars.

"While total individual net worth was 9.2% greater in 1951 than in 1939 (1939 dollars), it was 7.4% less per capita, 12.5% less per family, and 24.7% less per worker," he said.

"Individuals were 54% farther in debt in 1951 than in 1939, even when debt is expressed in dollars of constant purchasing power.

"While there was a per capita increase in national wealth (excluding military assets) of about 9% in 1951 over 1939, there has been a decline of 4% in 1951 compared with 1929."

Then on familiar ground, Mr. Miller commented that a married couple with two children that made \$5,000 of net income before taxes in 1939 has to make \$11,641 today to be as well off. A net income for a family of \$100,000 in 1939 compares with income of \$1,005,381 today, he said.

Borg-Warner Gets Saw Co.: Names New Officers

E. C. Atkins & Co., Indianapolis saw manufacturer, has passed formally into the hands of Borg-Warner Corp., Chicago, with the election of Stanley J. Roush, Pittsburgh, as president and general manager. Acquisition of the firm was announced Aug. 19.

Other officers are H. G. Ingersoll, v.p.; L. G. Porter, v.p., and D. H. Potter, secretary-treasurer, who will keep this post with the new company. Mr. Ingersoll is a v.p. of Borg-Warner and president of its Ingersoll steel division. Mr. Porter is also treasurer of Borg-Warner.

Rose-Derry Co. Promotes 2

Rose-Derry Co., Newton, Mass., maker of baby cribs and bedding, has promoted Lillian L. Cote to director of advertising and Raymond Reichert to director of sales. They succeed H. R. Gaudette, who has been named southeastern sales representative for Kantwet products, manufactured by Rose-Derry, and Gem Crib and Cradle Co., Gardner, Mass.

Edwin Dawson Joins Spink

Edwin P. Dawson has resigned as advertising manager of Seamless Rubber Co., New Haven, to become manager of the New York office of Spink Publications, effective on Oct. 1.

Sedan Joins Allman Co.

Carl G. Sedan, former manager of the Detroit Convention and Tourist Bureau, has joined the Allman Co., Detroit agency, as sales manager.

Name Essay Contest Judges: Teen-Agers Will Compete

The Advertising Federation of America has announced the following as judges of the federation's 1953 national essay contest for high school students: Felix W. Coste, v.p., Coca-Cola Co., New York; John P. Cunningham, executive v.p., Cunningham & Walsh, New York; Mrs. Beatrice Blackmar Gould, editor, Ladies' Home Journal, Philadelphia; D. C. Marschner, advertising and sales promotion

manager, Shell Oil Co., New York, and Glenn N. Merry, professor of marketing, New York University.

The subject of the seventh annual contest will be "A Teen-Ager Looks at Advertising." The federation's goal this year is 70,000 essays.

Drug Chain Names Agency

Sav-On Drug Stores, southern California self-service drug chain, has appointed Factor-Breyer, Los Angeles, to direct its advertising.

Hutchinson Leaves WBIG

Gilbert M. Hutchinson has resigned as president of North Carolina Broadcasting Co., which operates WBIG, Greensboro, N. C. The resignation is effective Oct. 1. Mr. Hutchinson, who is also general manager and director, has been with the station for 14 years. Larry Walker, v.p. of Jefferson Standard Broadcasting Co., owner and operator of WBT and WBTW, Charlotte, will take over Mr. Hutchinson's work temporarily.

\$20,000 WORTH
of art and layout
material for only
\$180!
Multi-Use
CLIPPER
Multi-Ad Services, Inc.
105 Walnut, Peoria, Ill.
WITH 100 FREE
SAMPLES!
THE CREATIVE ART SERVICE



UTAH... convention and tourist center

In 1951 Salt Lake City was host to 268 conventions. 175,453 delegates spent \$17,543,400. Some 3,000,000 tourists spend \$65 million annually in Utah. And this is in addition to an already prosperous economy.

PACKER covers Salt Lake City and Ogden—the heart of the Utah market. Tap this great and growing market with PACKER "heart of the city" POSTERS.

UTAH DIVISION

Packer

Heart of over a billion dollar market

Harry H. Packer Co.

Salt Lake City . . . Ogden





These programs earned for CBS Television advertisers the highest average rating of all the networks for the broadcast season just past—from October through June.

In this period advertisers increased their investment on CBS Television by 95.2% over the corresponding period of the year before ...

a rate of increase 37% greater than that of any other network.

We've spent the Summer building an even stronger program schedule, adding new shows, new personalities, to last year's sturdy structure.

So keep your eye on CBS TELEVISION 

Your customers do.



Rapid Film Technique Inc. Makes Specialty of Removing Scratches from Television Films

NEW YORK, Sept. 17—A Sunday television show over a major network was due to go on the air in less than eight hours and some vital film footage had somehow become badly scratched.

A Florida film producer, just back from six weeks' shooting in

the Everglades, got some bad scratches into several hundred feet of his originals from which prints had to be made in 48 hours.

Out in St. Louis, in a large studio, a careless technician mauled several hundred feet of film in a projector as he was pre-

paring to make prints.

One of the top ten advertising agencies received a shipment of film, produced overseas, which was to be shipped to TV stations across the country for a client's program. During customs inspection, sloppy handling had made deep black scratches through the entire footage.

■ In the past when something like this happened, the producer usually threw up his hands in despair and began all over again, or else scurried around for a last-minute substitute.

But, as in many other fields, motion picture research has advanced to the point where doing the impossible (removing scratches) takes only a little longer than accomplishing the difficult. In the scratch-removal field, however, there are a small handful of companies who specialize in this work.

A pioneer in the field, and the company which solved all four problems listed above, is Rapid

Film Technique Inc., established in 1939. Rapid Film is a small outfit with a small office at 21 W. 46th St. But its annual film business runs into the millions of feet, and the large majority of this footage is damaged film sent in for rejuvenation by the "Rapid-weld" process.

■ Frequently a shipment comes in along with a note saying something like, "We had given this reel up for scrap but heard about you and thought we'd give it a try." Just as frequently, the notewriter is amazed when his film is returned, in a matter of days, or sooner if needed.

The company is reluctant to explain what it does to a scratched reel, except to say that the results speak for themselves.

"Our research department has spent years perfecting our processes," explains J. Bernard, president of Rapid Film. "Some of our techniques and formulas we consider unexcelled by anyone in the

business and, naturally, we guard them closely," he explained.

He did disclose that all incoming film is given a hand inspection for damages, sent through three to six closely supervised mechanical and chemical operations—depending on how badly it is scratched—and given a final hand inspection before being shipped.

■ Usually a shipment (and they come from almost all 48 states) takes five work days to go through the laboratories, but the company maintains a rush department for emergency orders, particularly on television film.

Not a large advertiser, because of its limited budget, the company uses business papers in the motion picture and audio-visual field. Seymour Kameny Associates is the agency. Rapid credits word-of-mouth advertising by satisfied customers as being one of its best promotions.

A quick check through its client roster reads like a "Who's Who" of business and industry. These customers include U. S. Rubber Co., U. S. Steel, du Pont, General Motors, General Electric, Dow Chemical, American Cyanamid, American Can, and several TV networks and advertising agencies.

■ Aside from industrial concerns with audio-visual programs, Rapid services scores of colleges and universities, television and educational film producers and packagers, and Hollywood big-guns, such as Warner Bros., Columbia, Paramount, United Artists, Republic and RKO-Pathé.

Cost for the Rapidweld process varies, depending on the type of film (35mm., 16mm., original, print, etc.) but it is invariably less than replacement prices.

"We can take almost any film, no matter how badly scratched, and restore its screening quality to that of a new release," the company says.

With advertisers investing millions in filmed commercials, complete TV film programs getting an ever-increasing share of the market, and the new TV markets likely to use old and re-issued film fare for some time to come, companies specializing in scratch-removal seem destined to play an important factor in keeping costs down.

Named TV Sales Manager

Sam Lake, formerly administrative executive and business manager for Screen Gems TV Inc., Hollywood, has been named general sales manager of Gould Films Inc., television film distributor. Maintaining offices at the company's New York headquarters, Mr. Lake will travel between the Cleveland, Chicago and Los Angeles offices, and a fourth office to be opened in Atlanta next month.

Names New Cosmetic Head

Charles S. Gage, v.p. of Lenthic Inc., New York cosmetics maker, has been appointed president. In addition to his new duties, Mr. Gage will continue as v.p. and director of purchases of E. R. Squibb & Sons, New York pharmaceuticals maker.

SEND FOR YOUR COPY OF THE 36-PAGE 1952 FACT BOOK

DEALERS
LOOK TO THIS MAGAZINE
FOR
GUIDANCE
•
ADVERTISERS
GET
RESULTS

fueloil & oil heat

HOME • COMMERCIAL • INDUSTRIAL
OIL HEATING

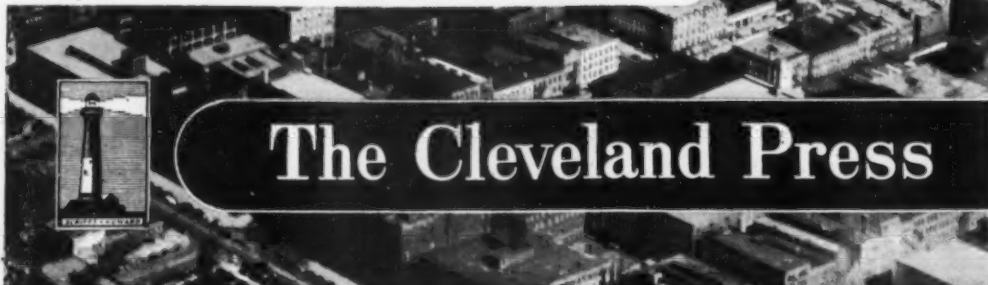
FUELOIL & OIL HEAT • 2 W. 45th ST. • NEW YORK 36 (MU 2-4786)

Cuyahoga County *Metropolitan* CLEVELAND

OHIO'S LARGEST MARKET



Ohio's Largest Daily



The Cleveland Press

FREE
\$10 KIT OF
STOCK ART

Four complete Clip Books of Ready-To-Use Art—hundreds of different art motifs—absolutely FREE if you'll take a 10-day look at our new monthly art service. Saves time and money, sparks layout and copy ideas. Merely clip and paste up for offset or line cuts. The \$10 kit of spot art given FREE as an introductory gift—best yours on company letterhead. We'll include the current issue of our new art service (only \$4.95 a month) on 10-day approval. No obligation. Write today.

HARRY VOLK JR. ART STUDIO
400 Central Building, Atlantic City, N. J.



RIDING

HIGH

ARGOSY'S breezing along on the crest of a wave of success, riding higher and higher each successive month in circulation, advertising revenue and linage, too. Take October, for example . . .

Year	Advertising Linage	October
1948	3,338
1949	7,342
1950	8,341
1951	10,014
1952	13,408

Isn't it about time that you became really informed about ARGOSY — and equally important . . . the entire men's magazine field? You can, thoroughly, conveniently and positively in "Circulation Trends and the Man Market." Write: ARGOSY, 205 East 42nd St., New York 17, N. Y. or 333 N. Michigan Ave., Chicago 1, Illinois.

Premiums Are Factor in Influencing the Shopper: Armstrong

NEW YORK, Sept. 16—Premiums can be the balance-tipping factor in influencing the shopper's choice of product or brand, according to C. E. Armstrong, merchandising manager for Kroger's, a food chain with 1,935 grocery stores in 19 states.

Mr. Armstrong told the annual meeting of the Premium Advertising Assn. of America that there are seven requirements for a good premium supplier:

1. Know your product—how it is manufactured and what is the most economic and acceptable method of manufacture and distribution.
2. Manufacturers of premiums should let the distributor set the retail price of the premium in order to figure the correct margin.
3. Producers of premiums should be able to deliver quantity needed at the time required.
4. Premium producers should understand how to merchandise an item before trying to sell it to a customer.
5. Exclusive use of a premium is essential.
6. Premium producers should be able to provide enough samples for a 40 to 20-store test of the item.
7. Premium men should be able to give a good idea of results to be expected from the promotion.

■ Douglas Taylor, v.p. of J. P. McKinney & Son, newspaper representative, listed several points for successful use of premiums through newspapers. Among them were:

1. Excitement is an important merchandise element, and the way to create it is through intensive advertising in newspapers.
2. Newspapers afford the right sections for appealing to the group most interested in the premium—society page for women, comics page for youngsters, sports page for men.
3. Don't try to break well-established copy rules just because you use a premium.

Carborundum Boosts Scott

Fred W. Scott Jr. has been promoted from manager of sales for Carborundum Co.'s coated products division to manager of the company's newly formed merchandising sales division in Buffalo.

Hilo Paper Appoints Rose

Denzil W. Rose has been appointed advertising manager of the Hilo Tribune-Herald in Hawaii, succeeding Raymond H. Stine, who resigned to join the Honolulu Star-Bulletin. Mr. Rose's position as printing sales manager is taken by Walter E. Stanwood.

421,000 TV Sets in St. Louis

Union Electric Co. of Missouri reports there were 421,000 TV receivers installed in the St. Louis area as of Sept. 1.

Gets Cincinnati Gear Co.

Guenther, Brown & Berne, Cincinnati and Dayton, has been appointed to handle advertising for Cincinnati Gear Co. The company's budget this year will be its largest in 45 years. More trade publications will be used.

'The Canner' Joins ABP

The Canner, business paper recently acquired by the Clissold Publishing Co., Chicago, has become the 123rd member of Associated Business Publications.

Garcelon Names Chirug

Garcelon Stamp Co., Calais, Me., mail order philately house, has appointed James Thomas Chirug Co., Boston, to handle its advertising. Magazines and direct mail will be used.

Ver Standig Joins Network

M. Belmont Ver Standig Inc., Washington, has become the Washington member of First Advertising Agency Group, national agency network. FAAG previously had no member in the capital.

Aldens Promotes Williams

Waldo Williams has been promoted from a group operating manager to director of mail order operations of Aldens Inc., Chicago. He succeeds Gardner Herring, who is resigning after 30 years with the company.

Rounds Joins Kudner Agency

Lester S. Rounds, a former Benton & Bowles account executive, has joined the public relations staff of the Kudner Agency, New York, as director of promotion.



SOME SPOTS ARE BETTER THAN

For the best spot, at the right time, at the right place

HE CAN HELP YOU

If you're looking for national distribution



BARNEY KINGSTON,
Merchandising Director

● If you're a manufacturer, distributor, or advertising agency executive seeking quick national distribution via the independent selling field this may be the most important message you ever read.

You'd be surprised to know how easy it is to put your product or service in every city, town and hamlet in the U.S. Also many foreign countries.

The service of our experienced merchandising staff is available at no cost. They'll analyze your product, see if it has resultful direct selling possibilities. If your product qualifies they'll present a 28-year sales-tested plan for speedy getting 48-state distribution—a plan that starts over 50 new companies every month . . . many of which now do a multimillion dollar business.

Don't lose another day's sales. Write now to Barney Kingston, Merchandising Director, Dept. A137, Opportunity Magazine, 28 East Jackson Blvd., Chicago 4, Illinois.

Robotyper Elects Two

Robert D. Moore, former president, has been elected chairman of the board of Robotyper Corp., Hendersonville, N. C., maker of automatic typing equipment. D. C. Griffin, with Remington Rand Inc. for 12 years, has been elected president of Robotyper.

Scholl Elects Coldiron

Harry A. Coldiron, formerly v.p. and general manager of Scholl Mfg. Co., Chicago maker of corn pads, health shoes, etc. He is also president of Adhesive Tapes Inc., a subsidiary.

Dahl Joins KMBC-KFRM

Arthur E. Dahl, recently an account executive with Frederick W. Ziv Co., has joined the sales staff of KMBC and KFRM, Kansas City, Mo.

Jewel Names Christiansen

Christiansen Advertising Agency, Chicago, has been appointed agency for Jewel Food Stores. James Green, formerly a TV producer, has joined the agency as account executive on the Jewel account and director of radio and TV productions.

Derby Joins 'New Yorker'

Robert M. Derby Jr., formerly with the New York Times, has joined the advertising sales staff of The New Yorker.

Kraft Ties In with Fall Cheese Drive

CHICAGO, Sept. 16—Velveeta, leading cheese product of the Kraft Foods Co., will get extra point of sale support next month.

Kraft is making available to its retail outlets a special group of merchandising pieces which tie in with the fall cheese festival sponsored by the American Dairy Assn. and the National Cheese Institute.

The display pieces will back up Kraft's national advertising for Velveeta, which this year includes a half-page in *Everywoman's Magazine*, three color spreads in *McCall's* and four color spreads in *This Week Magazine*.

The Velveeta ads feature recipes which use cheese and the claim "digestible as milk itself."

J. Walter Thompson Co. here is the agency.

Lamb Shifts Roger LaReau

Roger LaReau, formerly commercial manager of WTVN, Columbus, O., has been named regional sales manager of Edward Lamb Enterprises with offices in Erie, Pa. He will coordinate sales and commercial activities of the following Lamb holdings: TV stations WTVN and WICU, Erie; radio stations WIKK in Erie; WHOO in Orlando, Fla., and WTOO in Toledo, and the Erie Dispatch.

McKee & Albright Moves

McKee & Albright, Philadelphia agency, has moved to 1809 Walnut St.



OTHERS

Specifically, the ten NBC Spot Sales markets account for:

- 43% of U. S. Population
- 45% of U. S. Drug Sales
- 48% of U. S. Retail Sales
- 42% of U. S. Automobile Sales
- 49% of U. S. Food Sales
- 50% of U. S. Effective Buying Income

Just think—one phone call, one contact can put your sales messages in the richest two handfuls of markets in the country. These ten trading areas equal the effective buying power of all other U. S. markets combined.

(Source: Sales Management 1952)



NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Cleveland Washington San Francisco
Los Angeles Denver Charlotte* Atlanta*

*Bomar Lowrance Associates

representing
RADIO STATIONS:

- KNBC San Francisco
- WTAM Cleveland
- KOA Denver
- WRC Washington
- WNBC New York
- WMAQ Chicago

representing
TELEVISION STATIONS:

- KNBH Los Angeles
- WPTZ Philadelphia
- WBZ-TV Boston
- WNBK Cleveland
- WNBW Washington
- WRGS Schenectady-Albany-Troy
- WNBT New York
- WNBQ Chicago



House & Garden
Readers are
first class travelers...

86% of the subscriber families
traveled during the past 12 months
77% traveled within
the United States
38% traveled outside the
United States

Among the families who traveled
an average of \$1,758 was spent
on travel in the past year—

They took an average of two trips—
and the average length
of a single trip
was 26 days

June, 1950 Survey



House & Garden

Ad Firm Promotes Two

Marsteller, Gebhardt & Reed, Chicago and Pittsburgh agency, has announced the promotion of two department managers. They are Jack W. Evans, media manager, who will now devote full time to client service in the Chicago office, and Richard C. Christian, to be director of media and research. Mr. Christian is to continue as v.p. of Marsteller Research Inc., marketing counselor.

Hollingshead Joins Grant

Victor E. Hollingshead has assumed new duties as cooperative advertising director of the Dodge passenger car account handled by Grant Advertising, Detroit. Before joining Grant, Mr. Hollingshead held a similar position with Ruthrauff & Ryan, which previously had the account. Assisting him in his new position will be Leonard L. Herbert, also formerly with R&R.

Department Store Sales . . .

South Continues to Do Big Volume

WASHINGTON, Sept. 16—Dollar volume in the nation's department stores remained fairly high during the week ended Sept. 6, but fell 1% below a year ago.

The sales decline from the same week last year was as small as it was because of the continued high level of buying in the South. While stores in the East, West and Midwest generally failed to equal their 1951 sales for the week, those in the South registered such gains as 52% in Augusta, 30% in Atlanta, 21% in Birmingham and New Orleans, 19% in Fort Worth, 18% in Miami, 16% in Little Rock and 15% in El Paso.

districts show New York down 10%. Chicago down 4%, Cleveland and Philadelphia each behind 3%, Boston down 2%, Richmond and Minneapolis each down 1%. These districts are ahead of last year's volume: St. Louis, up 2%, Kansas City, up 1%, and San Francisco, up 1%.

Department store sales in the U. S. through Aug. 30 are off 2% from sales in the same period last year.

District and City	% Change from '51		
	Week Ended	Aug. 29	Sept. 6
FEDERAL RESERVE			
UNITED STATES	3	4	-1
Boston District	-1	-1	-3
New Haven	22	5	-3
Boston	-4	-3	-8
Lowell-Lawrence	7	-3	11
Springfield	3	1	-2
Providence	-3	1	-1
New York District	-3	r-4	-11
Newark	6	r-0	-6
Buffalo	-3	r-2	-9
New York	-6	r-3	-12
Rochester	-3	r-8	-4

■ According to the latest Federal Reserve Board bulletin, the department stores in the Atlanta and Dallas districts are averaging 6% higher sales this year than 1951. Other year-to-date figures for reserve

MATS PLASTIC PLATES ELECTROTYPES
WA bash 2-1204
Progressive MATRIX COMPANY
 517 SOUTH JEFFERSON STREET, CHICAGO 7, ILLINOIS

DEPARTMENT STORE SALES INDEX
 1947=49 equals 100

Week to Sept. 6, '52...p99
 Week to Sept. 8, '51...100
 Week to Aug. 30, '52...110
 Week to Sept. 1, '51...105
 Week to Aug. 23, '52...100
 Week to Aug. 25, '51...97

*Not adjusted seasonally.
 pPreliminary.

Syracuse	8	r-4	-11
Philadelphia District	rs	r-2	-1
Philadelphia	3	r-7	-6
Cleveland District	2	5	-2
Akron	4	4	0
Cincinnati	4	9	8
Cleveland	-2	6	0
Columbus	11	13	4
Toledo	"	"	"
Erie	-2	-8	1
Pittsburgh	2	10	-5
Richmond District	9	7	9
Washington	-3	0	-11
Baltimore	-1	3	1
Atlanta District	11	r17	23
Birmingham	11	24	21
Jacksonville	5	7	9
Miami	13	r16	18
Atlanta	14	r20	30
Augusta	29	28	32
New Orleans	11	17	21
Nashville	9	13	14
Chicago District	0	5	-1
Chicago	-2	6	-2
Indianapolis	1	8	1
Detroit	-2	2	-2
Milwaukee	-4	-2	6
St. Louis District	6	r11	5
Little Rock	8	12	16
Louisville	6	12	7
St. Louis Area	7	11	11
Memphis	-2	11	8
Minneapolis District	0	2	7
Minneapolis	1	3	7
St. Paul	-1	2	7
Duluth-Superior	1	r-1	11
Kansas City District	3	r9	8
Denver	0	5	8
Topeka	8	1	"
Wichita	2	0	-1
Kansas City	0	7	-7
St. Joseph	-7	-1	-3
Oklahoma City	-3	9	14
Tulsa	3	29	12
Dallas District	10	8	3
Dallas	6	7	8
El Paso	12	5	15
Fort Worth	5	4	19
Houston	14	13	-7
San Antonio	7	3	4
San Francisco District	7	4	-3
Los Angeles Area	7	5	-9
Downtown Los Angeles	3	-1	-11
Westside			
Los Angeles	4	8	-17
Oakland	-4	-3	0
San Diego	8	1	-10
San Francisco	-3	-5	-4
Portland	12	8	-4
Salt Lake City	6	3	8
Seattle	12	8	6
Spokane	2	1	-1

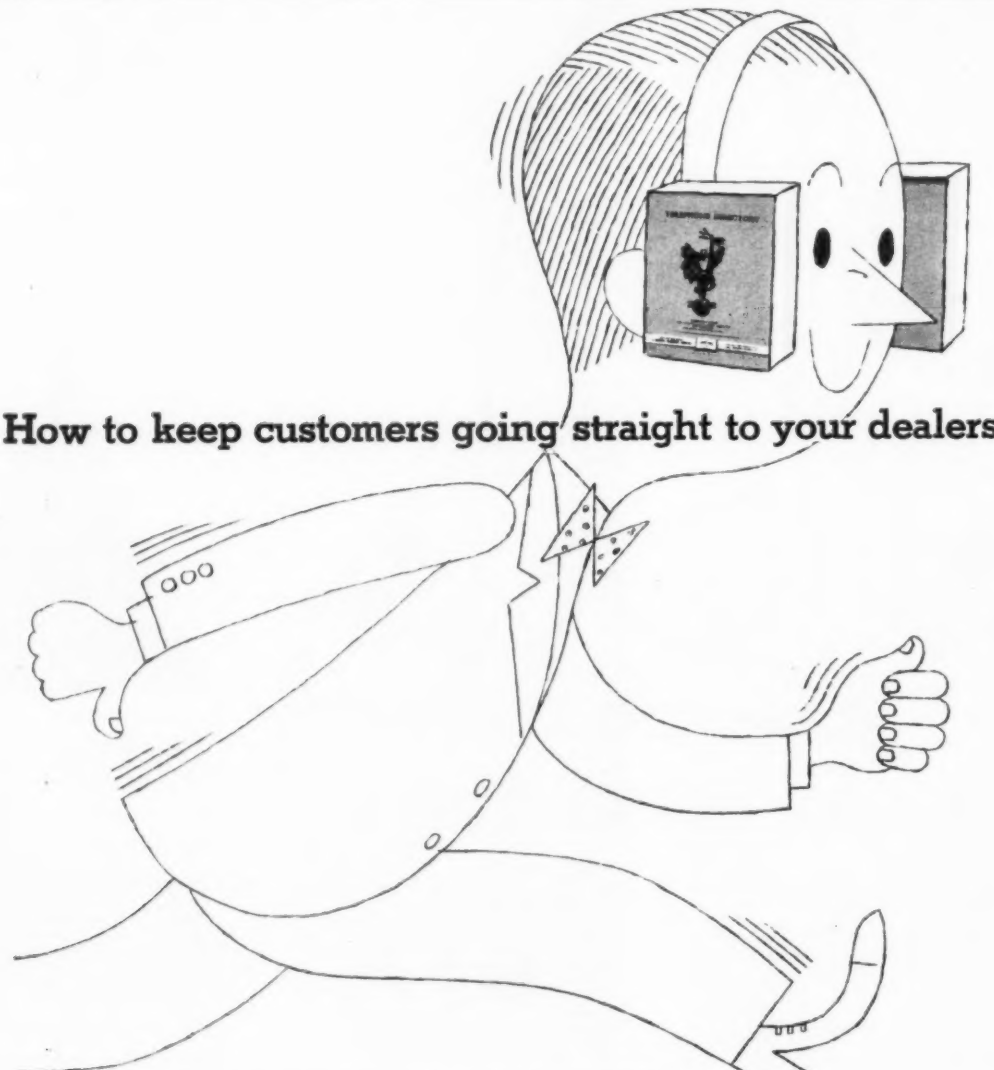
Revised.
 *Data not available.

Promotes Ed Podolinsky
 Household Finance Corp., Chicago, has promoted Edward D. Podolinsky to district advertising manager with headquarters in the Chicago home office. He will handle media for the company's mid-western branch offices only.

Names Palm & Patterson
 Gerson-Stewart Corp., Cleveland, has appointed Palm & Patterson in the same city to handle advertising and publicity. The company makes industrial soaps, cleansers and chemicals.

'YONNE SAYS:—
YOU'D BETTER READ THE REPORTS OF OUR GROCERY STORE INVENTORIES

Send for Complete 10 Week Studies of Margarine • Instant Coffee • Detergents Packaged Tea • Tea in Bags
 Ask about other Studies
 Send or call for complete details
THE BAYONNE TIMES
 BAYONNE, NEW JERSEY
 "Bayonne cannot be sold from the outside"
 NATIONALLY REPRESENTED BY
BOGNER & MARTIN

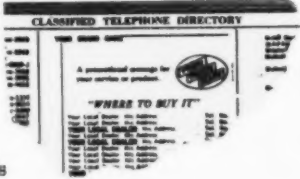


How to keep customers going straight to your dealers

It's sad when your national advertising gets a prospect primed to buy...and then he buys somebody else's product because he can't find your dealer. Keep him on the direct path to your dealers with Trade Mark Service in the 'yellow pages' of the telephone directory.

Trade Mark Service displays your trade-mark or brand name in the 'yellow pages' over a list of your local dealers. It can work for you in 36 million directories throughout the nation... or in those covering selected localities.

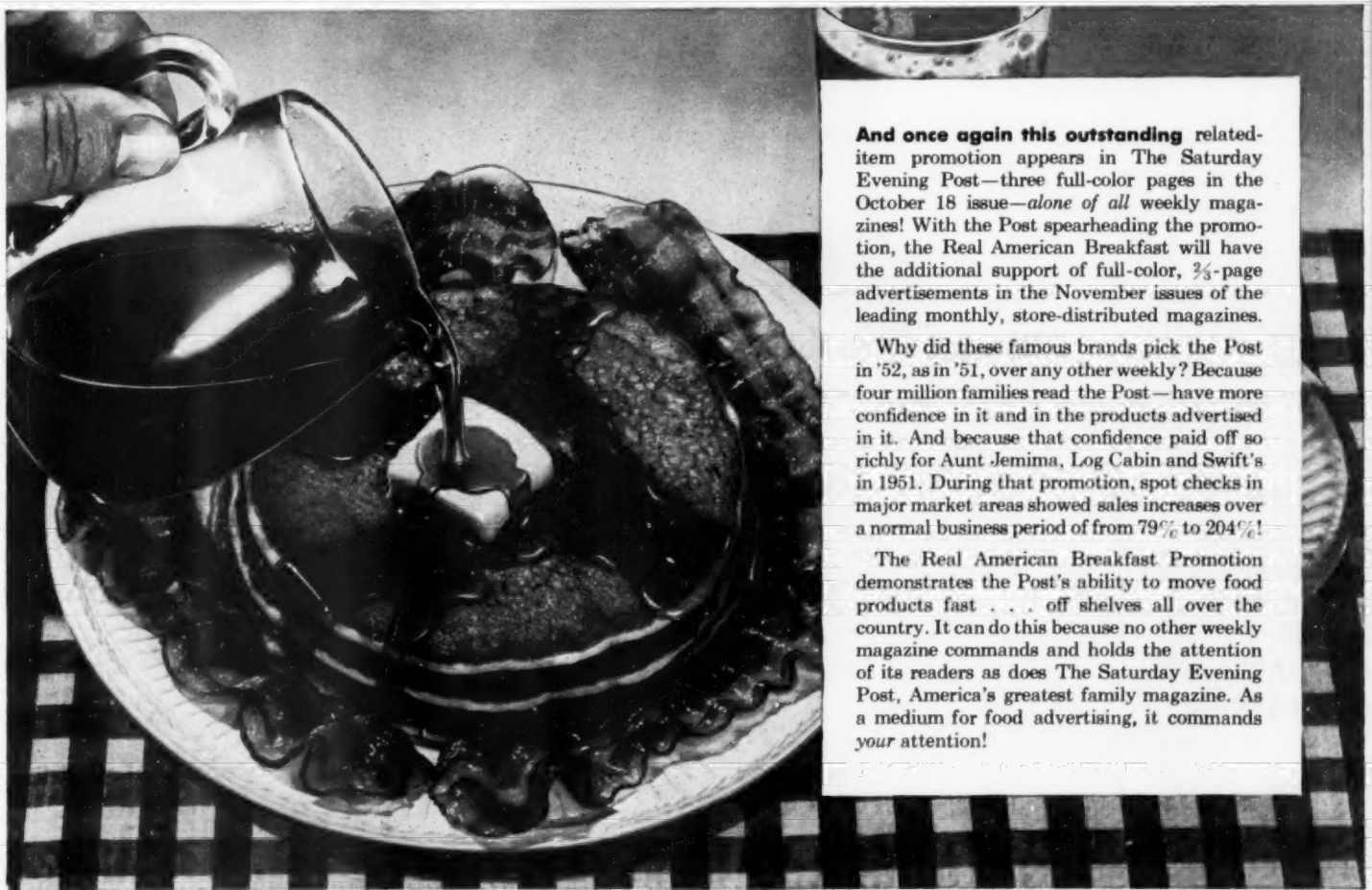
Tie in your national advertising with a line, "For our local dealers, see the 'yellow pages' of your telephone directory." It's a powerful sales force. Put it to work for you.



For further information call your local telephone business office, or see the latest issue of Standard Rate and Data (Consumer Edition)

Again in '52, **POST** only weekly chosen to promote Real American Breakfast

Once again Aunt Jemima Pancakes, Log Cabin Syrup and Swift's Premium Bacon join forces to show American families the delights of a Real American Breakfast.



And once again this outstanding related-item promotion appears in The Saturday Evening Post—three full-color pages in the October 18 issue—*alone of all* weekly magazines! With the Post spearheading the promotion, the Real American Breakfast will have the additional support of full-color, $\frac{2}{3}$ -page advertisements in the November issues of the leading monthly, store-distributed magazines.

Why did these famous brands pick the Post in '52, as in '51, over any other weekly? Because four million families read the Post—have more confidence in it and in the products advertised in it. And because that confidence paid off so richly for Aunt Jemima, Log Cabin and Swift's in 1951. During that promotion, spot checks in major market areas showed sales increases over a normal business period of from 79% to 204%!

The Real American Breakfast Promotion demonstrates the Post's ability to move food products fast . . . off shelves all over the country. It can do this because no other weekly magazine commands and holds the attention of its readers as does The Saturday Evening Post, America's greatest family magazine. As a medium for food advertising, it commands *your* attention!

The Saturday Evening POST - gets to the heart of America

Garry Moore Bests CBS on Show's Format

NEW YORK, Sept. 19—Garry Moore has won a format battle with CBS Television—thanks to the support of his sponsors.

The comedian, who for two years has been one of the most lucrative daytime attractions on the network, took nearly 10 minutes of a recent program to explain the situation to his listeners.

Mr. Moore said that CBS for several months had been pressuring him to give up his informal, leisurely paced telecast for a "gimmick show." (He didn't identify this program further, but the CBS replacement choice was "Songs for Sale," which pits would-be tunesmiths against each other. Mr. Moore was to emcee the proceedings.)

■ Holding out for his personal convictions of what is good daytime video, Garry objected. He maintained his position even when it looked as though continued resistance would bring him to the parting of the ways with CBS, he told his listeners. Given an accept or else choice, Mr. Moore chose or else and was fired, he said.

This break lasted overnight. Next day his contract was renewed after his sponsors—Stokely-Van Camp and Rit—insisted that the "Garry Moore Show" be continued with his regular cast headed by Durward Kirby and outstanding guests. Expressing his gratitude for previous support, Garry said a letter of thanks to the "sponsors who are keeping us on" would be appreciated.

■ This request was answered almost immediately by a flood of letters, phone calls and wires. A lady in New Rochelle, N. Y., sent the comedian a piece of pork with the explanation: "I was going to use this to make some pork and beans, but from now on, I'm buying Van Camp's."

A sellout for months, this 60-minute Monday-through-Friday program had trouble holding onto its sponsors during the summer slump. Effective Oct. 6 when "Double or Nothing" moves into the 2 p.m. spot for Campbell Soup,

three times a week, the show will be cut to 30 minutes.

The young comedian also has a regular spot on the CBS-TV evening schedule as master of ceremonies on "I've Got a Secret." This panel quiz is sponsored alternately by Toni Co. and Carter Products.

Fairfax Changes Name

H. W. Fairfax Advertising has changed its name to Fairfax Inc. and has moved to 17 E. 49th St., New York.

Robertson Takes New Post

B. G. Robertson, formerly commercial manager of KWKH, Shreveport, will serve as general manager of KTHS, Little Rock, when that station, now located at Hot Springs, is moved to the former city early in 1953.

Schrier Named Leiver Partner

Louis Schrier, formerly advertising manager of Shuler Radiant Inc., Cleveland, has become a partner in Lou Leiver & Associates, Cleveland agency.

Dallas-Ft. Worth TV Sets

WBAP-TV, Fort Worth, estimated that there were 186,021 TV sets in the Fort Worth-Dallas area on Sept. 1—83,495 in the Fort Worth area and 102,526 in the Dallas area. That is a gain of 3,948 for August.

Gardner Gets Tax Account

Donald W. Gardner Advertising, Boston, has been appointed to handle advertising for E. Wallace Pyne, Cambridge, Mass., tax accountant.

Appoints Frohlich & Co.

Becton, Dickinson & Co., Rutherford, N. J., manufacturer of surgical and medical specialties, has named L. W. Frohlich & Co., New York, to direct its advertising. The account was formerly with Robert W. Rodman, New York.

'SAE Journal' Boosts Ad Rates

SAE Journal, official organ of the Society of Automotive Engineers, has increased its rates approximately 18%. The increase is effective Oct. 1.



• How the • RICHMOND • (California) • INDEPENDENT • operates its • EARNED • MERCHANDISING • CREDIT SYSTEM:

PRODUCT:	MAXWELL HOUSE
• 1/1/52 Earned	
• Merch'g Credit:	\$34.25
• 1952 Credits:	41.45
• New Account Bonus:	0.00
• TOTAL (to date):	75.70
• Merch'g performed	
• 1952 to date:	1.97
• BALANCE:	\$73.73

• Has your product an earned merchandising credit in the Richmond, California, Independent? (Notice that "New Account" bonus) For information on your product check with Win Smith, National Advertising Manager of the

• RICHMOND
• California
• INDEPENDENT

New England Mutual Opens Campaign to Prove Need for More Life Insurance

Boston, Sept. 17—New England Mutual Life Insurance Co. has launched its heaviest advertising campaign, using space in more than 70 general, business, trade and college alumni publications.

The first in a series of eight b&w full-page ads is scheduled for the Sept. 20 *Saturday Evening Post* and Sept. 29 *Time*. Basic

theme of this run is "fathers, too, are worth more now," pointing out that life insurance coverage should be brought into line with today's living costs.

Copy stresses that "when the price of everything a family needs is way up, so is the value of the man who pays the bills." Artwork contrasts the 1941 prices of houses,

food and automobiles with 1952 prices, to indicate that most families need twice as much insurance as they had 11 years ago in order to meet present living costs.

■ In the *SEP*, quarter-page ads will be used in the same issue with every other full-page insertion. These smaller ads describe the New England Mutual agent as "a specialist in the financial security of families and businesses." A page reference to the full-page ad

and a reproduction of it also is featured in the quarter-page insertion.

Business Week, *Newsweek* and the *Wall Street Journal* will carry two-thirds page ads exclusively on business insurance. Copy tells business men that New England Mutual can set up an insurance program for any business situation. A booklet, "Business Security Plan," is also offered.

■ Supporting trade ads will be

placed in 23 insurance journals throughout the country. The first of 13 insertions outlines the company's magazine drive for 1952 and 1953.

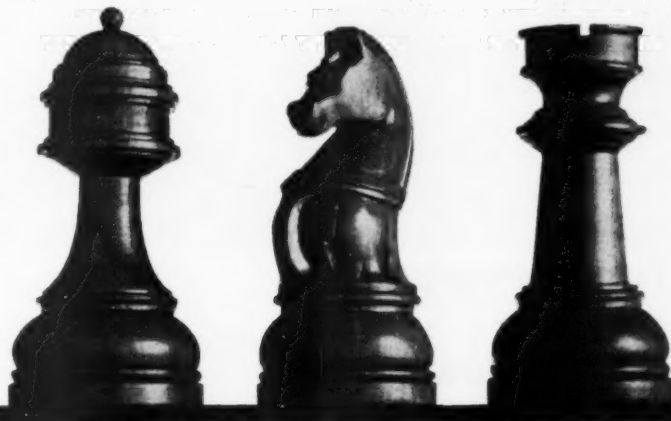
The college alumni magazine campaign, now in its 12th year, will feature the appealing aspects of life insurance selling as a career. Ads will list the names of the company's hundreds of college graduate representatives.

N. W. Ayer & Son is the agency

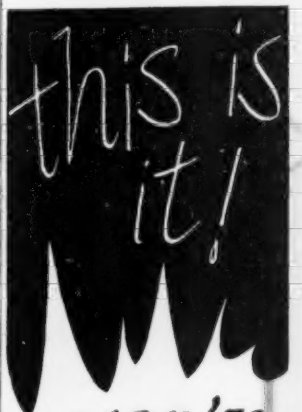
Howes Publishing Names Two

James A. Doyle has been appointed to the new post of promotion manager of the three publications of Howes Publishing Co., New York, namely, *Hosiery Industry Weekly*, *Hosiery Merchandising* and *American Dye-stuff Reporter*. He was formerly editor of *HIW*, and will handle both sales and circulation promotion. Neil J. Heaslip, associate editor of that paper, has been named editor. Howes has appointed Weaver Inc., Atlanta, as representative in the South.

More
women
go
out



and
buy
Woman's Day than any
other magazine
in the world*



LAST '52
Artist Guild
Golf Tournament
Sat. Sept. 27

Nordic Hills Country Club
Phone WH 4-5355
For reservations and starting time



Courtesy Laurence, Inc.

*3,793,000 average 1951 single-copy sales per issue . . . the world's largest single-copy circulation. On sale at all A&P stores.

FREE *To Advertising Agencies*

TINT GUIDE KIT

• You'll give this handy gadget a choice spot in your top drawer—use it every day! Gives you not only the full gray scale, but also the corresponding tone values in standard red, yellow and blue. Write us today and get yours. **P.S.** We're pretty sure we can top the photo-engraving results you're now getting—especially on color process work. And the sooner you let us prove it the better you'll like it.

ELECTRO MATIC *Photo-engraving*

MEMBER OF CHICAGO PHOTO-ENGRAVERS ASSOCIATION
ELECTRO-MATIC Engraving Company, Inc. 10 WEST KINZIE ST. • DELaware 7-1277

Tall Oil Assn. Seeks New Markets, Uses

New York, Sept. 16—You may never have heard of tall oil but it has become a big business in recent years and will probably become even bigger now that Sterling Advertising here has started market studies on it.

Tall oil is derived from pine wood when the wood is made into kraft paper. Tall is Swedish for pine. In Sweden, where the product was first investigated, the oil is called *tallolja*, literally "pine oil." Tall was retained in English because another oil is called pine oil.

Tall oil has several uses. It is used more and more in making soaps, detergents, linoleum, paints, synthetic fibers, etc. Use in the U. S. of tall oil in paints, varnishes and floor coverings alone rose from 2,000,000 lbs. in 1943 to 32,000,000 in 1947.

■ A group of 13 tall oil manufacturers, the Tall Oil Assn., appointed the Sterling agency (AA, Sept.

8) to conduct market research leading to greater use of the industrial oil. Sterling will submit a sales promotion program, probably next January. After that the group may start an extensive ad campaign, according to Derrell Every, secretary-treasurer of the association.

Tall oil originally was introduced in 1930 but didn't receive too much attention until World War II when there was a shortage of animal and vegetable fats and oils. Use of the oil as a substitute for inedible oils was then encouraged both in this country and in Germany.

■ Besides being an adequate substitute in many places where oils are used, including foundry and casting operations, where it can be used as a core oil and as a cutting oil in metal cutting, it has been found that a soap solution can be more easily made by mixing tall oil, water and alkali together in a tank than by handling granulated or flaked soap and dissolving it in water. This is because the oil reacts completely and immediately upon contact with alkali.

Mr. Every estimates that about 60,000,000 lbs. of tall oil annually is made into soaps and detergents.

Member companies of the Tall Oil Assn. are Albermarle Paper Mfg. Co.; Arizona Chemical Co.; Brunswick Pulp & Paper Co.; Camp Mfg. Co.; Champion Paper & Fibre Co.; Continental Can Co.; Gaylord Container Corp.; National Southern Products Corp.; Newport Industries; North Carolina Pulp Co.; Southern Advance Bag & Paper Co.; Union Bag & Paper Corp., and West Virginia Pulp & Paper Co.

SKF Promotes Mann

Alan O. Mann has been appointed commercial coordinator of SKF Industries, Philadelphia. It is a new position. R. R. Zisette, v.p. in charge of sales of the ball and roller bearing producer, in announcing the appointment said Mr. Mann's duties will "involve forecasting future customer demand, coordination of demand and production and distribution of finished goods inventory." Mr. Mann has been with SKF in charge of production planning for more than 20 years.

Two More Join ARF

The American Weekly and *Puck—The Comic Weekly* have been elected to membership in the Advertising Research Foundation. This brings the total number of participating members to 153, of which 42 are media subscribers, 50 advertising members and 59 agencies, plus the two founding subscribers, the American Assn. of Advertising Agencies and the Assn. of National Advertisers.

Miller Brewing Appoints Two

Mack Kehoe, formerly public relations director of the Greater Milwaukee Committee, has been appointed head of community relations publicity of Miller Brewing Co., Milwaukee. Gale Brennan has been placed in charge of the brewery's publications. Both posts are new units of the advertising department. Frank A. Rystrom, assistant public relations director of the company, has resigned.

ABC Appoints Bennett

Bill Bennett, formerly with the *Morning Star*, Rockford, Ill., and with Julius Klein, Chicago public relations counselor, has joined ABC's central division publicity department in Chicago. He succeeds Austin Boyle, who has resigned to accept a post with the Northern Indiana Industrial Assn.

ABP Adds 124th Publication

Business Education World, published by Gregg Publishing division of McGraw-Hill Book Co., has become a member of Associated Business Publications. This gives ABP 124 member publications, each of which is an Audit Bureau of Circulations paper.

THREE

out of every FOUR

Detroit area families

who read

The Detroit Times everyday

have their favorite newspaper

—The Detroit Times—

delivered DIRECT to their homes

by regular carrier boys.

In the home

is where sales are made.

You're Missing Something
If You Miss The Detroit Times

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE

this is our country...



...land flowing with milk and honey

- There is more than beauty and tranquility in this picture. You are looking at the mainspring of an economy in which more than half the people of America live—the Country-Side* market.
- Business and industry are in this picture, too. More than a decade of farm prosperity has created among this half of the people of America, farm and non-farm, a great new market for the products and services of business and industry. Our business is helping you meet these people with your sales message. We cover the Country-Side market as no one else does.
- To help you reach and sell the farm families of the Country-Side market, we publish the largest and most successful farm magazine in America—FARM JOURNAL.
- To meet the non-farm interests of Country-Side families we publish PATHFINDER, the national news feature magazine. No other magazine of comparable character majors in this great market.

- Like the people of the Country-Side market, farm and non-farm, PATHFINDER and FARM JOURNAL belong side-by-side. Now, you can buy them that way—a 4-million package buy at a package price—the Country-Side Unit—a powerful approach to America's greatest market.

* The 19 million families, more than half the people of America, who live in trade centers of less than 10,000 population, in crossroads villages, down country lanes and on farms.

Farm Journal, Inc.

Washington Square,
Phila. 5, Pa.

GRAHAM PATTERSON, *Publisher*



Doctors say: human brain has 6,000,000 cells

.....
We trained these cells to give
you a better typesetting job.
WALK advertising typographer
11 EAST HUBBARD ST., CHICAGO 11, ILL.

WLYN Names Leonard Meyers

Leonard Meyers, formerly commercial manager of Station WLYN, Lynn, Mass., has been appointed assistant manager of Station WBMS, Boston. Mr. Meyers was previously associated with Boston agencies as director of market research and as an account executive.

Brooklyn College Professor Says Critical Thought Is Being Stifled in America

NEW YORK, Sept. 18—Alfred McClung Lee, head of the department of sociology and anthropology at Brooklyn College, offers what he calls "a consumer's guide to propaganda" in a book published today by Rinehart & Co.

"How to Understand Propaganda" (\$3.50) takes the position that propaganda makes mass society possible, but that it also "offers many opportunities to the antisocial and the venal."

Dr. Lee defines propaganda as "the use of symbols to forward or oppose something with a public" and he analyzes it from six angles: (1) content, (2) personnel, (3) communicational, (4) organizational, (5) motivational, and (6) over-all approaches.

■ The author's major purpose is to increase his readers' understanding of propaganda so that they "can refuse to be stampeded by anyone for

any cause"—whether it is swallowing someone's political program or buying over-priced merchandise.

Dr. Lee deplores the "pall of orthodoxy" which he says has greatly reduced any criticism of the status quo in American life. He is especially concerned with the trend toward monopoly in communications, pointing out that the demise of the *St. Louis Star-Times* in 1951 "reduces the number of ownerships of daily newspapers in our 25 largest cities to 45—seven less than there were in 1945!" He adds:

Upon the judgment of 45 like-minded corporation presidents depend major decisions on policy for the daily newspapers purchased by 49.1% of America's daily newspaper subscribers... Indirectly, their papers set the tone and state much of the orthodox ritual on political and economic matters for the 1,678 other dailies in the 1,385 smaller cities.

The 45 dominate, among other instruments of integration, the powerful Associated Press and the trade association of

the industry, the American Newspaper Publishers Assn.

In a half century (1900-1950), the dailies in these 25 cities dropped in number from 133 to 86. In 30 years (1920-1950), they declined from 125 to 86 while their circulation climbed from 14,400,000 to 24,000,000.

■ In fact, writes Dr. Lee, "to record the most striking incidents in the gradual restriction of press freedom would be to outline the history of the American daily newspaper industry."

Dr. Lee closes his book with an appeal for more critical, independent voices such as *The Commonwealth*, *The New Leader* and *The Nation*. He asks for revival of "liberal news mediums such as *PM*, the *New York Star* and the *Chicago Sun*."

He feels that society needs such thinkers as Mark Twain, Thorstein Veblen, Bernard Shaw, Lincoln Steffens and others who can puncture "special-interest propaganda" and "who can estimate the scrawnniness of the trunk behind the stuffed shirt, the significance of a rustle that might warn of a coiled snake."

BOOK IS HANDY GUIDE TO AD NOVELTY FIELD

PHILADELPHIA, Sept. 16—Business men seek to stimulate good will and trade by using business gifts and advertising novelties. And not too surprisingly the demand for such items has created an industry doing \$100,000,000 worth of business annually.

The Advertising Specialty Institute here has brought out a booklet, free to manufacturers, telling how to get into this business and how to sell the advertising specialty jobber who serves the field.

This handy little guide, "How to Sell Through Advertising Specialty Jobbers," by Joseph M. Segel, president of the institute, covers the operation from getting started to ways and means of establishing a selling plan.

■ In addition to giving good advice on how the manufacturer can adapt his product to the field and how much investment is needed initially to get started, the booklet carries a helpful chapter on trade customs which covers questions of pricing, discounts and rebates.

Copies of the guide are free to anyone requesting it on a business letterhead. The institute's address is 6053 Pine St., Philadelphia.

NEW BOOK IS GUIDE TO PRINTING LAYOUT

MILWAUKEE, Sept. 19—"Basic Lessons in Printing Layout," a manual designed for beginners or students, will be published tomorrow by Bruce Publishing Co. here.

Written by R. Randolph Karch, industrial education adviser of the Department of Public Instruction, Harrisburg, Pa., the 140-page book covers the principles involved in typographic design, display composition, correct spacing and copy-fitting manuscripts.

The manual contains hundreds of illustrations and will sell for \$1.96. There is a section in the back for problems and projects in the various fields.

Leshner, O'Rourke Join Lee

Burn W. Lee Associates, Los Angeles public relations counselor, has added Dick Leshner and Pat O'Rourke as account executives. For the past four years Mr. Leshner has been with Jim Bishop & Associates, Los Angeles p.r. organization. Mr. O'Rourke was for four years publicity director at West-Marquis, Los Angeles.

Sidney Joins Personna, Pal

Milton M. Sidney, formerly assistant to the president of Marlin Firearms Co., New Haven, and general manager of the razor blade division, has been named executive v.p. of Pal Blade Co. and Personna Blade Co. Both companies have the same management and are headquartered in New York.

NOW READY—1952 EDITION GROCERY PRODUCT DISTRIBUTION SURVEY

A check of 72 classifications in 50 grocery stores in the city of El Paso.

TO CHECK YOUR DISTRIBUTION

Write General Advertising Department, Newspaper Printing Corporation, El Paso, Texas.

FOR YOUR FREE COPY

The El Paso Times El Paso Herald-Post

An Independent Newspaper
Morning and Sunday

A Scripps-Howard Newspaper
Evening

The Oregonian reaches **MORE WOMEN...**

than any other
selling medium in
the Oregon Market!



The trend continues to The Oregonian!

TOTAL RETAIL LINAGE COMPARISON
1st quarter, 1951-1952

Oregonian Gain 417,664 lines
2nd paper Loss 31,011 lines

the Oregonian
PORTLAND, OREGON

Largest Circulation in the Pacific Northwest
223,688 DAILY 285,112 SUNDAY

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, Inc.

Air Conditioner Sales May Hit \$125,000,000

NEW YORK, Sept. 16—The cooling business is red hot. Air conditioning has become a boom market.

Home unit equipment sales this year at retail level are likely to run close to \$127,000,000. It would be higher, if manufacturers hadn't underestimated their market potential. Some authorities say the potential has been underestimated 30% to 50%.

Retail inventories in many sections have been depleted. Since the market has always been considered seasonal, production could not keep pace with demand. Now there is talk of pushing air conditioning equipment as a year-round line.

Manufacturers' shipments of portable room air conditioners in 1951 totaled 251,000 units, according to figures compiled by *Electrical Merchandising*. Retail sales volume last year was \$91,615,000. This was a substantial jump over 1950 when manufacturers' shipments were 195,000 and retail sales totaled \$72,150,000.

There are no authentic figures for '52 but estimates of shipments range from 325,000 to 350,000 units. At an estimated average unit price of \$365, this would indicate retail sales are likely to run between \$118,625,000 to \$127,750,000.

Price cutting on home air conditioning units is less extensive than on other electric appliances, largely because of the demand and shortages. List prices of \$229.95 on Philco, Mitchell and RCA sets are not being shaded to any great extent. The same is true of Carrier units at \$329, Crosley at \$249.95 and General Electric at \$429.95. Most dealers, however, will shave list prices for a cash sale. If they have the merchandise in stock.

Home unit equipment, although the most active, is only part of the air conditioning equipment market. While there are no sales figures available, manufacturers' representatives say that there has been a big increase in sales this year for both house and industrial installations. Air conditioning and refrigerating equipment of all kinds (home and industrial) in '51 was about \$800,000,000 at retail, according to government figures. This total is expected to pass \$1 billion by the end of '52.

Cloud Wampler, president of Carrier Corp., has said that air conditioning in '51 was a \$1 billion business, and according to a recent issue of *Business Week*, he predicts a \$100,000,000 increase in '52. Others in the business, however, feel his figure is too high.

Building contractors and heating and ventilating engineers are rapidly becoming air condition minded. Many new housing units are being equipped with air conditioning. *Wall Street Journal* last week carried a feature story from Dallas that 125 new three-bedroom dwellings there have been fully air conditioned with GE units and sold for \$12,500. Other units in different price ranges, all with air conditioning, are reported under way.

A GE engineer predicts that within 10 years more dollars will be spent for home air conditioning than for industrial and commercial units. *Plumbing & Heating Business* in a recent issue predicted that within five years 1,600,000 homes in the U. S. will have partial or complete air conditioning.

It's a brand new market. People seem to feel the sky's the limit. More salesmanship and ad-

vertising promotion is needed and will be undertaken as soon as manufacturers can catch their breath and begin planning. New units also are in the works which will call for additional promotion. As one sales executive told AA, "Air conditioning is not only here to stay, it's on the way to becoming a household necessity."

Beautiflor Bows in Canada

S. C. Johnson & Son Ltd., Brantford, Ont., is introducing a new

wax product, Beautiflor, via newspapers and radio in Canada. The liquid wax cleans and waxes in one operation. Needham, Louis, & Brorby of Canada, Toronto, handles the account.

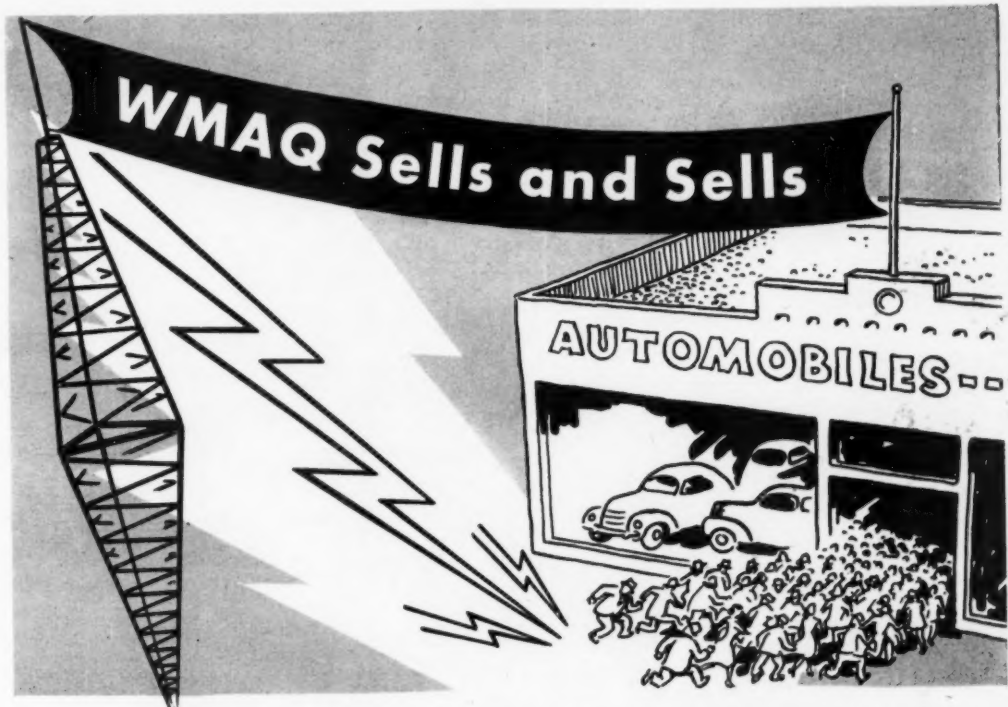
Gets Scaife V. P. Post

Sheller L. Steinwender has been appointed to the new position of v.p. in charge of sales of Scaife Co., Pittsburgh manufacturer of boilers, armaments, etc. He has been a sales executive of A. O. Smith Co. in New York since 1944.

Specialists in SILK SCREEN PRINTING

24 sheets 10 TO 300

Fosters INCORPORATED
BOX 2017 TULSA, OKLAHOMA



YES, WMAQ is the Chicago Radio Station that Sells and Sells

No matter what the product, more and more advertisers daily get new proof that Station WMAQ delivers sales.

For example, DOWNTOWN NASH, a Chicago automobile agency, currently sponsors 75 minutes weekly on Station WMAQ and according to Mr. M. Barkas, president of Barlit Productions, Inc., the DOWNTOWN NASH advertising agency, the results have been more than satisfactory. In fact, he wrote:

"We know that many, many people are hearing about DOWNTOWN NASH and their automobiles through... WMAQ. Comments from DOWNTOWN NASH customers prove that."



Yes, SOME SPOTS ARE BETTER THAN OTHERS

in Chicago and they're on WMAQ. A WMAQ or NBC Spot salesman has the details.



Represented by NBC Spot Sales





WORLD'S GREATEST MIGRATION—In reaching its present 4,386,400 population, Los Angeles County has been the focal point of the mightiest mass movement of humans in history. Using U. S. Census figures as a basis,

Los Angeles County has grown 49% in the last ten-year period, 88% in twenty years, 343% in thirty years! And America is moving West to stay because of good living in an area with sound and diversified economy.



ENTERTAINMENT—The world's film capital for years, Los Angeles now becomes a leader in the field of television production and sales.



WHEELED MILLIONS—Geographical situation and other factors make the automobile the necessary means of transportation in the Los Angeles area. Here the per capita ownership is 2.8 persons per passenger car, compared to the national average of 4.2. Modern freeway systems will increase auto use.

LOS ANGELES

America's Market Number Three

By any measure of interest to advertisers, the Los Angeles market is America's third largest. The continuance of this position and probable higher ranking in the future are based on a highly diversified economy. In many important industries such as apparel, machinery, lumber, fabricated metals, chemicals, rubber and others, Los Angeles County ranks no lower than third in the nation in number of plants in operation. This wide spread of activity assures a broad base for employment—no one-plant or one-industry dangers here!

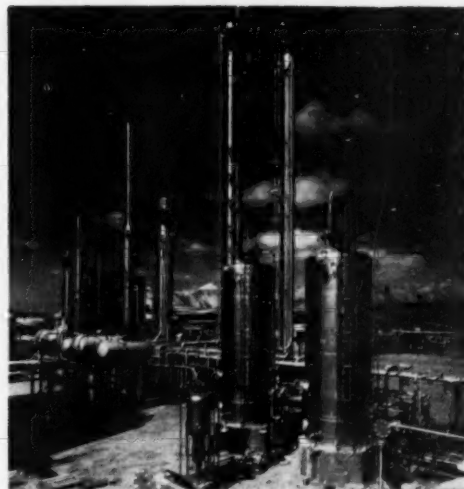
In the Los Angeles market, one newspaper sets the pace for all others in daily, Sunday and home-delivered circulation and in volume of advertising. This is the **LOS ANGELES TIMES**.



AIRCRAFT—Los Angeles is far and away the national leader in the production of aircraft and aircraft parts—and ever increasing its dominance.



THE SUPER MARKET—The Los Angeles market is third in America in the manufacture of food and kindred products. This area ranks second nationally in total amount of food store sales, led only by New York City's five counties.



OIL—Third in America in petroleum refining and second in the nation in oil-field machinery and tools.

SEE NEXT PAGES FOR DATA ON THE TIMES—LOS ANGELES' NEWSPAPER NUMBER ONE



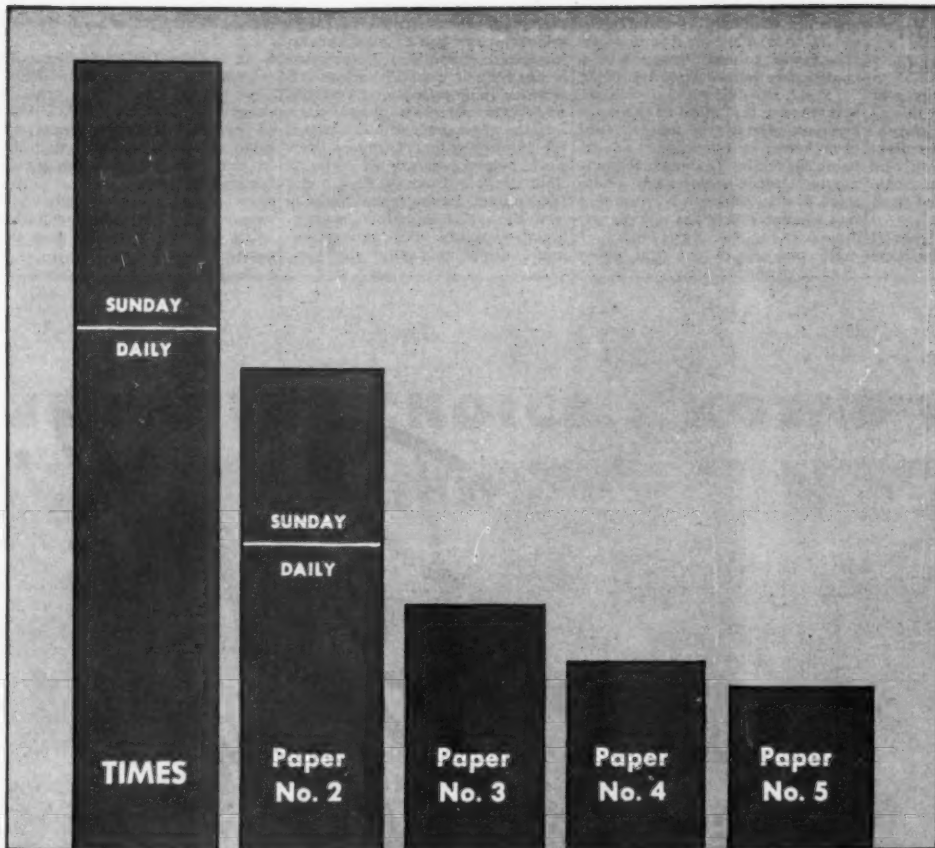
THE LOS ANGELES TIMES



HOME-DELIVERY — More than 75% of Los Angeles Times daily circulation is delivered to subscribers.

Newspaper Number One in America's Third Market

In circulation, the Los Angeles Times now leads its nearest competitors by the widest margins in history. During the six-month period ending March 31, 1952, weekday circulation of The Times averaged 396,112 copies. This represents a lead in weekday circulation of 72,176 over the second paper (morning) and 91,056 over the third paper (evening). In the Sunday field, the Los Angeles Times averaged 779,155 copies, an average lead of 49,801 copies over the second Sunday newspaper in the market. In addition to the greatest lead in its history in total daily and Sunday circulation, The Times continues to lead all other Los Angeles newspapers by a wide margin in volume of home-delivered circulation. More than 75% of all Times weekday circulation is delivered by carrier to subscribers.



TOTAL ADVERTISING—For the first six months of 1952, the Los Angeles Times published 22,173,660 lines of advertising—42.4% of all newspaper advertising in the five-newspaper metropolitan field. (Source: Media Records.)

THE TIMES IS FIRST BY FAR IN CIRCULATION AND ADVERTISING

In every major classification of advertising, the Los Angeles Times has commanding leadership in its field. Charts above and to the right show comparative standings of Los Angeles papers in Total, Display, General and Retail Advertising. Additionally, The Times leads in Department Store Ad-

vertising (48.3% of the field); Classified Advertising (50.4% of the field), and in most categories measured by Media Records. Figures provided are based on the first six months of 1952 and exclude This Week and American Weekly lineage to show actual comparison of the newspapers themselves.

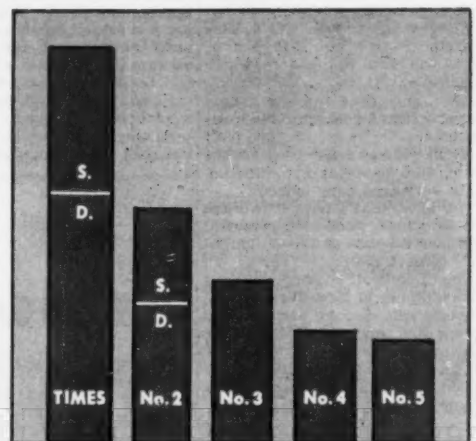
MARKET DATA AVAILABLE

Information regarding the Los Angeles market and the newspaper field is available to all advertisers and advertising agencies upon request. Material may be obtained from Cresmer & Woodward offices or by writing to Los Angeles Times, Market Research Division, Los Angeles 53, California. Inquiries are invited and prompt and careful attention will be given to each request for market and media data.

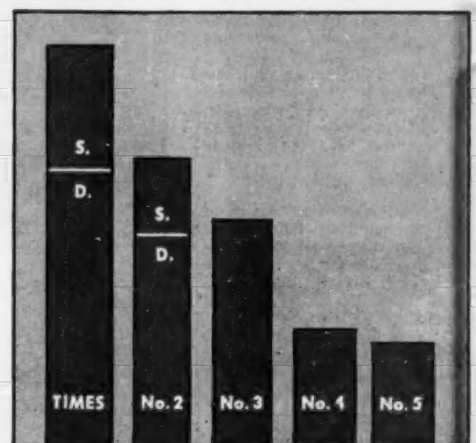


CLASSIFICATIONS—The Times is first in 92 Media Records categories including every major listing.

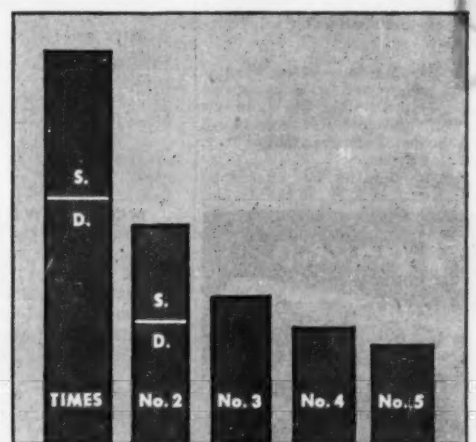
LEADER IN ALL CLASSIFICATIONS FIRST 6 MONTHS OF 1952



DISPLAY—The Times published 39.4% of all newspaper display advertising in metropolitan Los Angeles.



GENERAL—The Times published 35.4% of all general advertising in the five-newspaper Los Angeles field.



RETAIL—The Times published 40.7% of all the retail advertising in the five-newspaper Los Angeles field.

LOS ANGELES TIMES

REPRESENTED BY CRESMER & WOODWARD, NEW YORK,
CHICAGO, DETROIT, ATLANTA AND SAN FRANCISCO

Meet Joe Dombroff of Willoughby's, a Man Who Grew Up with the Photography Trade

New York, Sept. 16—Ya wanna be a copywriter.

First you go to work for a camera store, say about 1910. For 42 years you work in the store, which meantime gets to be the world's largest, and along the line (about 34 years later) you get to be president.

Then you can write copy for the store, and maybe it will turn out to be very good copy indeed.

Anyhow, that's how it worked for Joseph G. Dombroff, president and star copywriter for Willoughby's camera store.

Joe Dombroff's father was a photographer of New York's teeming east side, and he used to send young Joe over to Willoughby's for supplies. Charles G. Willoughby liked the lad, hired him as an office boy for the summer months. He never left.

■ He became a salesman, handling stock, and buying photographic supplies and equipment. In 1915, Mr. Willoughby sent young Joe to Utica to look over a photographic store damaged by fire. Within two hours, Joe bought the five-story store, and his boss liked the deal well enough that Joe Dombroff became the store's purchasing agent.

He was Willoughby's p.a. for ten years, became v.p. in 1927 and president in 1944. And when Mr. Willoughby died last summer Joseph Dombroff was in complete charge of a store which is an institution in the camera trade.

■ Last winter, Richard Simon of Simon & Schuster, listening to Dombroff's stories of the photographic business, suggested that he start writing a twice-weekly column to run in the Willoughby advertisements.

The copy isn't only about the history of Willoughby's, but a good deal of it bears on the history of photography. For instance:

The day in 1924 when he recklessly bought three complete outfits of a new home movie camera, made by an outfit called Bell & Howell. Or the evening when he solemnly told the company making the Polaroid Land camera that their picture-in-a-minute contraption would never catch on (he's confessed since that he missed the boat on this spectacular sales success).

■ Or the time he sold the King of Siam, who owned 100 cameras, two more before he left the store. Or helping Theodore Roosevelt select lenses for his cameras before T. R. went on safari.

Or the time he was chased by

a gorilla on a hunting trip near Speculator, N. Y. Others in his party wouldn't believe the story—until the following day when they all saw the gorilla, a primate who had been used for Cornell's medical experiments and escaped from the laboratory.

At the same time, Mr. Dombroff has seen the photography business

grow up. Willoughby's had 12 people in 1910, 200 today, and it has steadfastly refused to go into a chain operation, or open branches.

■ It was the first store to exchange cameras, offer a free ten-day trial of cameras, use newspaper advertising space, first to introduce home movies. And it was the first photo store to run a color advertisement in a regular run of the newspaper, June 5, in the *New York Post*.

He was one of the first photo

merchants to recognize the sales importance of the 35 mm. and reflex cameras, and Willoughby's was a pioneer in profit sharing (its workers have been paid \$5,500,000 since 1926, when the plan began).

In the process, he helped to found the Photo Dealers' Guild of New York, helped organize the National Photographic Dealers Assn., and the National Photographic Show in New York. And he helped in arguing newspapers into running columns of photographic news—as

some 156 newspapers now do.

■ At 56, Mr. Dombroff writes his copy as he pleases, and he doesn't have it ghosted. He discusses everything, from the store's policy of accepting returns, to analyzing sales for a month (showing that 35 mm. cameras still account for the bulk of the business), to philosophy—"Photography is truly a universal medium which every human being can use to create deep understanding..."



Here is part of the UPPER SANDY business district where more than 50,000 Portlanders do their shopping regularly. Indication of growth is tremendous increase of business houses to serve the ever-increasing number of new residents.

MOTEL OWNER Guy H. Struthers, Upper Sandy Booster club president, says, "We've felt the impact of KGW prestige and selling influence for many years. It's the logical choice for selling the Portland market."



KGW

PORTLAND, OREGON

THE
People's Choice
IN
PORTLAND OREGON

More "home" merchandising, audience and sales promotion in the largest area served by any Portland area radio station means KGW gives you more for your money.

The center of this KGW-served area is Portland, which ranks tenth highest nationally in percentage of radio homes in cities of half-million to one million total population. According to recently compiled figures there are only 6,182 homes without radios in metropolitan Portland, an area of more than 700,000 population.

By all means, investigate the type service offered by KGW in the heart of this great 12,000 square mile area with a population of more than a million-and-a-quarter and 374,894 radio homes. KGW leadership in community affairs has paid off in increased sales. You will want to take advantage of these "extras" offered only by Portland's pioneer station, KGW.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

Eureka

for Trading Stamps
Collection Books
and Poster Stamps.

You can't go wrong with Eureka designed and produced trading stamps, collection books, or poster stamps. Eureka's leadership in this field is your assurance of a job well done.

Write today for information and samples

EUREKA SPECIALTY PRINTING CO.
Specialty Division
567 Electric Street - SEWANTON 9, Pa.

Eureka makes all stamps, certificates, trading stamps, poster stamps, and gammas, calendars, forms.

Simonson Elected Head of Western Business Papers

LOS ANGELES, Sept. 16—Harry Simonson, *Film World*, has been elected president of the Western Society of Business Publications. Other officers are Carlton Darling, *Patterson Beverage Gazetteer*, v.p., and Louis Rangno, Jaffe Publications (re-elected). Elected to the

board were Bill Clark, *Gas Magazine*; Frank Howatt, *Western Grower & Shipper*. William Bowen, California Fashion Publications, outgoing president, joins the board, with Fred Russell, *Western Motor Transport*, a holdover.

Sharing the spotlight with the elections was a presentation of a new booklet, "15 Ways To Save You Money," by Earl Anderson, chairman of the publisher coordinating committee, Printing Industries Assn. of Los Angeles. A joint

effort of the WSBP and PIA, the objective of the booklet is to establish more efficient cooperation and ultimate reductions of costs in the printing of publications.

■ The project was financed by PIA, and the booklet will be distributed nationally through that organization. The booklet, available upon request, covers various phases of publisher to printer relations under these headings: standardize copy paper; pre-edit

copy; eliminate galley changes; pre-plan and schedule dummy; eliminate page proof changes; accurate comprehensive layouts; eliminating alterations and slip-ups in ad copy; late copy is costly—avoid overtime; proper engraving instructions; it pays to plan with your printer; establish color position for press economy; standardization of colors; eliminate press holdups; submit "kill" copy promptly; keep holdover matter to a minimum.

Howard Forms Agency

Lloyd S. Howard, formerly with the Bobley Co., has formed his own agency, Lloyd S. Howard Associates, New York. Other officers of the new agency are: v.p., Milton Kase, formerly with a display company, and art director, Estelle Jusin, previously with Associated Advertising Service. Some of the agency's accounts are Miller Table Pad & Venetian Blind Co., Simmonds Upholstering Co., Comet Envelope & Paper Co., Chelsea Lamp & Shade Co. and Federal Carpet Co.

Admasters Adds Account

Admasters Advertising, Washington, has been appointed agency for Calcium Chloride Institute, Washington. Admasters has moved to new offices in the Washington Bldg.

Miss Raftery Joins Sawyer

Frances Raftery, formerly with Ellington & Co., has joined James P. Sawyer Inc., New York, as v.p. in charge of a newly created women's division.

HERE'S THE CHOICE... KGW'S VOICE!



GROCER George Denfeld asserts, "Public service for more than thirty years has made KGW our choice. When you have a product to sell, KGW can sell it faster and better."



CAFE OWNER Charles Rutherford reports, "We know the value of good radio salesmanship and for our money KGW delivers with top quality salesmanship, merchandising and results."



HARDWARE STORE Owners T. J. Armentrout and M. L. Erwin agree KGW is the top radio medium in the Portland area... "quality programming and service," Mr. Armentrout states.



JEWELER Earl W. Hamilton says, "Our district is assured of finest entertainment and community promotion on KGW. Without a doubt, the best radio buy in our city."

Upper Sandy...

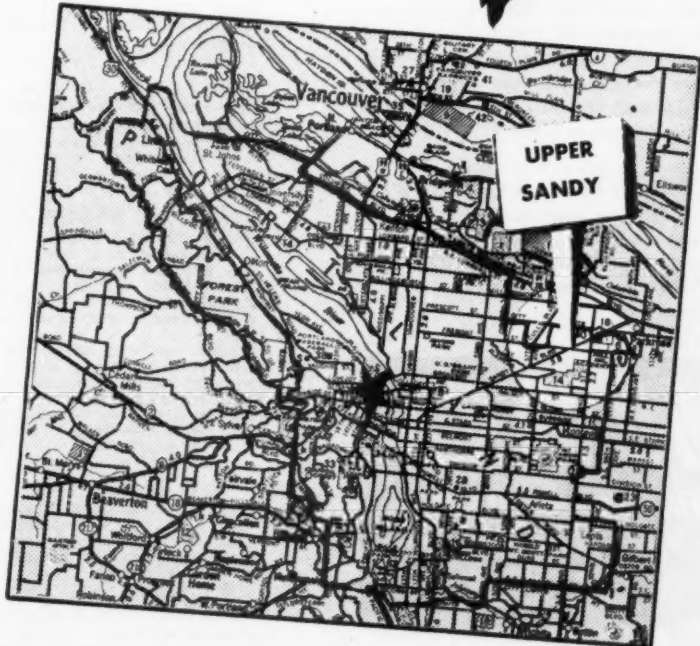
Another Portland district solidly sold on KGW. A fast growing business district in another rapidly expanding residential area.



DRESS SHOP Owners Linnoira Hariaux and Leah Powell both boost KGW. "No better way to advertise than radio and no better radio station than KGW," they assert.



BEAUTY OPERATOR Jewell Montgomery states, "I know the housewives' reaction to good radio programming. KGW receives the largest share of applause from them as the outstanding radio medium in this area."



1
is all you need in
AKRON

It's no job covering a big market like Akron when **ONE** is all you need.

The **Beacon Journal**, Akron's one and only daily newspaper is the only medium needed to reach all Akron buyers.



John S. Knight, Publisher
Story, Brooks & Finley
Nat. Rep.

Admen from Davenport to Newton to Des Moines

You have probably been exposed to the solicitations of many printers. And now here are Wagners also asking for your business. The right decision is often hard to make. Each shop can show samples of fine work—and prices also may be comparatively even. However, there is another important attribute that Wagners possess in an unusual amount—one that has appealed strongly to many Midwest admen. That is the ability and willingness to work wholeheartedly with creative men such as you, to achieve the results you want.

The two experienced Wagners' men above are ready to show you what Wagners' service is like. When you're ready for it, call one of them. In the meantime write for "Printing Pointers", WAGNERS, Printers, Typographers, Lithographers, Davenport, Iowa.



Fred Cumblad



Ted Nelson

Sears, Roebuck Says Its Los Angeles TV Show Reaches Thousands Who Don't Read Papers

LOS ANGELES, Sept. 16—"The Dude Martin Show" began its second year on KTTV today under sponsorship of Sears, Roebuck & Co. In announcing the renewal, Richard Moore, station v.p., said he believed the one-hour weekly program is the only one of that scale sponsored by a retail organization.

At a press conference, William F. Plummer, Los Angeles group advertising sales manager for Sears, credited the program with having these effects:

"1. It has definitely brought new faces into our stores, having brought the quality and scope of Sears' merchandise to the atten-

tion of many families for the first time.

"2. The sales impression made by a TV offer lasts longer, and customers have come in to ask for an item many weeks after it has been advertised on the program.

"3. TV selling is more complete since people often come in fully prepared to buy an item and no further sales effort is required."

Mr. Plummer pointed out that Sears is primarily a newspaper advertiser, both nationally and locally. However, he said the company allows latitude to local management, and television has been used to reach "hundreds of thou-

working for
US
throughout the World



United Nations Day October 24
Week Oct 19-25

FOR UN DAY—J. Walter Thompson Co. designed this poster for UN Day. About 50,000 druggists, department stores and other retailers are expected to display them.

STATION WHO HELPS INDUSTRIAL MANUFACTURER TO SELL OTHER INDUSTRIALS!

INDUSTRIAL ADVERTISERS AND AGENCIES!

Here is a true story about the use of consumer media to attack and overcome one of the most difficult problems an industrial manufacturer can face. It carries hope and inspiration for thousands of industrial manufacturers who have hitherto been "butting their heads against stone walls". Read it—then write WHO for further facts!

Auto Specialties Manufacturing Company of St. Joseph, Michigan, an important manufacturer of parts for the automotive industry, makes extremely effective, high-quality tractor brakes primarily for use as original equipment on new tractors.

Many tractor manufacturers have long agreed that this brake is a big "plus", but have feared that its necessarily higher cost would price their tractors out of the market.

So . . . Auto Specialties and their agency (Van Auken, Ragland & Stevens of Chicago) decided on a rather unusual plan. They would go directly to the farmer, tell their story, and depend upon consumer-demand to do their hardest job.

Spot radio, state farm papers, and direct-mail were used. WHO, one of two great farm stations employed, carried fifteen 1-minute announcements per week. 10,000 inquiries poured in from the farm market. Result: *Auto Specialties has booked more tractor brake business during the past twelve months than during any other period in its history—and their brakes are now used as original equipment on over 100% more tractor models than before the start of the campaign—though they had been selling brakes to tractor companies for fourteen years.*

Whatever you make or sell—if it's good, if it makes a contribution to people's welfare or happiness, WHO can help you sell it. Put your problem up to us, and let's see what can be developed. You'll find our ideas and advice to be completely sound and sincere—fully reflective of the top position this great station holds in the heart of America's farm belt.



+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

sands of families in the Los Angeles area who do not read the metropolitan Los Angeles newspapers, which carry the bulk of Sears advertising."

He recalled that Sears had gone into television four years ago with some very successful spots, but after several years the spots became less desirable because of costs and the difficulty of getting good availabilities.

When questioned, Mr. Plummer refused to engage in any comparison of television effectiveness versus newspaper effectiveness. He did observe that in a test made soon after the show went on the air, television showed a lower ratio of cost to sales from the standpoint of selected items. "But the real tonnage volume comes from printed media," he said.

Henry Mayers, head of The Mayers Co., which has the Sears account locally, credited the sales success of the show to the manner in which it is built. To avoid intruding commercials that slow down action of a show, each program is built around the four commercials used. Such commercials can maintain the pace of the whole program and command the attention of listeners, he asserted.

Mr. Mayers also commented that this technique conforms to the principles developed in a two-year study made by Gallup & Robinson. He said this study came to the conclusion that the most effective commercials are not high pressure, show the product in detail and are presented by the star of the show.

Lever Buys TV Comedy: Miss Page Gets New Backer

"Heaven for Betsy," a new situation comedy with Jack Lemmon and Cynthia Stone, will be aired twice weekly over CBS-TV by Lever Bros., New York, starting Sept. 30 at 7:45 p.m., EST. McCann-Erickson is producing this program for Pepsodent and Shadow Wave. During the summer this time has been filled by the "Music Hall," starring Patti Page. J. Walter Thompson Co. and McCann shared billings on that telecast.

Miss Page, who will be teamed with Frank Fontaine, will go to work for another Thompson client, Scott Paper Co. The "Scott Music Hall" will be presented on alternate weeks over NBC-TV starting Oct. 4 at 8 p.m., EST.

Brewster Joins Fellows

Harry G. Brewster, formerly with the *New York Journal of Commerce*, has joined the staff of Waldo E. Fellows, publishers' representative, Detroit.

Howe Joins Avon Books

Wallis E. Howe, formerly v.p. and director of sales for Pocket Books Inc., has joined the Avon Publishing Co., New York, in an executive capacity.

Washington Apple Drive Opens; Ads' Effectiveness Told

WENATCHEE, WASH., Sept. 16—Approval of an advertising budget of \$116,875 has been voted by the Washington State Apple Commission for October, November and December, first phase in the promotion for the new crop of apples.

Initial promotion will be heavy in Texas, Louisiana and Southern California, where early-season Washington apples meet relatively little competition from nearby producers. Outdoor advertising will be used widely in southern markets, and transit advertising in New York and Chicago. The largest portion of the budget, \$93,000, has been ticketed for newspaper and outdoor media.

In a report to members, the commission indicated income of \$516,814 for the 1951 crop year just ended, and expenditures of \$449,365. Because of the short crop, income—raised through a tax of 3¢ a box of apples—was proportionally curtailed.

■ Advertising and publicity accounted for \$166,937 of the expenditures. The remainder went mainly into research and merchandising activities.

"Even last year, when the Washington crop was short, the markets needed advertising and merchandising," Harold Copple, commission manager, told members. "The first job was to convince the trade, both wholesale and retail, that Washington apples really move at 2¢, 3¢ and 5¢ a pound over other competing apples.

"It is here that the cumulative value of 15 years of advertising prestige proved its big worth. A few customers in each store asking for Washington apples were a big help in getting them stocked, particularly in the East, where local fruit was plentiful, of good quality and low priced. Once the trade became convinced, their interest and enthusiasm took over."

J. Walter Thompson Co., Seattle, handles the apple account.

National Distillers Promotes Haskell and Joyce in PR

National Distillers Corp., New York, has announced promotions for two of its top p.r. personnel. Joseph H. Haskell, since 1946 assistant to R. E. Joyce, v.p. in charge of public relations, now becomes director of the industrial relations department. Mr. Haskell was graduated from West Point in 1930 and was a colonel in the Army until he joined the distilling company.

H. R. Heimerdinger, with the company since 1928 except for a short period as chief of the beverage section in OPA, is to succeed Mr. Haskell as assistant to Mr. Joyce in the p.r. department.

NIAA's Industrial Ad Research Institute Set for Operations

The Industrial Advertising Research Institute, sponsored by the National Industrial Advertisers Assn. but operating as a separate organization, has set up headquarters at 1213 W. Third St., Cleveland (AA, July 21). The institute has \$83,000 on hand to cover its first year's operation.

George O. Hays, president of Penton Publishing Co., is acting chairman of the institute. John C. Maadox of Fuller & Smith & Ross, secretary of the institute trustees, says the group will hire a man with administrative experience in advertising and research as managing director.

Ewald Joins 'Aviation Age'

David W. Ewald, formerly an industrial salesman with Aluminum Co. of America, has joined the advertising staff of *Aviation Age*, a Conover-Mast publication, as eastern sales representative. He will collaborate with William Essel, eastern manager.

Molloy Appointed PR Head

The New England Gas & Electric Assn., Cambridge, has named John J. Molloy its public relations specialist. He will also serve its operating utilities in southern Massachusetts, New Hampshire and Maine. Until last spring Mr. Molloy was p.r. director for the Greater Boston Chamber of Commerce.

Champion Paper Sales Rise

Net sales of Champion Paper & Fibre Co., Hamilton, O., rose from \$106,379,887 in the fiscal year ended March 31, 1951, to \$121,786,497 in the fiscal year ended last March. While sales rose about 14%, net profit dropped from \$10,590,800 to \$9,936,191.

American Brake Boosts Dunn

Kempton Dunn, a v.p. and treasurer of American Brake Shoe Co., has been elected a member of the board of directors. He has been with the company since 1932.

H. A. Stube, Superintendent of EASY WASHING MACHINE... Like thousands of other keymen in METAL PRODUCTS MANUFACTURING (especially Appliance making), this executive reads *finish* regularly—and responsibly. He'll read and respond to your advertising, too... in the pages of **finish**

the magazine of APPLIANCE AND METAL PRODUCTS MANUFACTURING... from raw metal to finished product... focuses your selling firepower!

WRITE FOR MORE OF THE STORY

DAVID CHASE PUBLISHERS
349 NORTH MICHIGAN AVENUE... CHICAGO 1, ILLINOIS

a new guide to help you...

GET DISTRIBUTION...SELL SUCCESSFULLY...ADVERTISE EFFECTIVELY IN DENVER'S \$145,000,000 FOOD MARKET

Here is up-to-the-minute information designed to help advertising and sales executives. It's a practical guide to marketing through Denver grocers and includes information on:

- Major grocery retailers
- Names of officers and buyers
- Number and general location of stores in each buying group
- Photos and factual descriptions of stores
- Buying, warehousing, and principal sources of supply
- Where, when, and how these major retailers place their own advertising*

A copy of this guide, in convenient file-folder size, is yours for the asking. Just write today to the General Advertising Department, The Denver Post, Denver 1, Colorado...or telephone your Moloney, Regan & Schmitt representative...for your copy of the "Denver Food Sales Picture."

* We believe it is significant that all major grocery retailers in Denver consistently use The Denver Post because: (1) Only The Denver Post brings readers daily food service features, (2) Only The Denver Post gives advertisers single medium coverage of 9 out of 10 Denver homes.

THE DENVER POST
The Voice of the Rocky Mountain Empire
PALMER HOYT, EDITOR AND PUBLISHER
Represented Nationally by Moloney, Regan & Schmitt, Inc.

Florida Citrus Commission Finds Its Reports on Retailer Linage Pay Off

LAKELAND, Fla., Sept. 18—The Florida Citrus Commission has worked out a method all its own to get the most for its money in newspaper advertising. The plan was started last October. It works.

That's what the Florida commission can report now that figures are in on the 1951-52 season. During that budget year, it invested more than \$2,000,000 in all media, a little less than one-fourth in newspapers.

What the commission did, in essence, was set up its own checking bureau to see how much tie-in advertising retailers were doing in each market—and how much work the newspapers did to induce retailers to tie in.

■ Nothing quite like this had been done before by any food advertiser, so far as any of the commission's ad staff knew. They hit upon the method largely because, as part of a state agency, they wanted some data to report back on the effect of their ad program. Because the commission must promote the entire output of the state's citrus industry, it does not have the advantage of a brand name advertiser who has a sales chart to check advertising against.

At the outset of the 1951-52 season, Ralph Henry, ad manager of the commission, brought this problem to the attention of other staff members and of J. Walter Thompson Co., which handles the account.

The commission was running ads in 212 newspapers in 126 U. S. cities. Records showed that these cities on the commission's schedule accounted for the major share of Florida's fresh citrus "unloads."

■ After several attempts to figure out how much merchandising support the newspaper campaign was giving to retailers, and getting in return, the plan for a study of tie-in lineage was developed. Dick Mulville, trade relations manager, was asked to work out the details and put it in action.

The first step was to notify all the ad managers of the newspapers on the list about the plan and to ask their cooperation. Personnel was then hired to do the clerical work. This entailed checking of each food page of each newspaper on the list, and to find out the number of lines and cost of such space used to support the commission's ad pro-

gram. Each newspaper was also asked to submit evidence of any merchandising support it completed on the ad program, such as retailer calls, mailings, radio and TV spots, etc. Each of these activities was accorded a rating based on an impor-

■ The Florida Citrus Commission's reports on the tie-in activities of retailers usually average 16 to 20 typewritten pages. The report is composed of the month's recapitulation of lineage and retailer and commission ad costs, for each of those schedules the commission uses. These are "A," "B" and "C" schedules. "A" represents 10,000 lines, for 74 newspapers in the 41 markets considered the top outlets

for Florida citrus. "B" schedules are 6,000 lines in 114 papers in 71 "secondary" cities, and "C" schedules put 2,500 lines of space in 19 papers in 12 so-called "fringe" cities.

By dividing the report according to the three schedules, each newspaper can compare its standing with other papers having the same schedule.

For each newspaper in each schedule class, information obtained from the tear sheets shows the lineage carried by each news-

paper, placed by retailers, to promote fresh, canned and frozen concentrated Florida citrus. This lineage is related to the commission's lineage rate for each paper, and another dollar figure indicates the amount of money which the commission would have had to spend to obtain the additional lineage.

■ As the season progressed, interest on the part of newspapers quickened and more and more cooperation was gained. Each month a complete tabulation of the lineage



Who were the real judges

The competent men who sat down to sift hundreds of entries saw fit to honor MACHINE DESIGN with two first awards this year. Colin Carmichael, Editor of Machine Design, was very proud and happy to accept these awards from Ben Chapple at the N.I.A.A. Convention.

BUT who were the real judges of these articles?

The readers of MACHINE DESIGN judged not only these articles but *all* articles in these issues. The editors received

In
CHICAGO
There is
Really Only One Address
The
AMBASSADOR
Hotels—East & West

Relaxed Comfort, Charming Decor
Television and Radio
The World Famous
Pump Room
and **THE BUTTERY**
Frank Borog, Chairman
James A. Hall, President
Eugene Kuehn, V.P.
North State Parkway
at South
Chicago 10, Illinois

carried by each newspaper in support of the Florida citrus campaign was worked up, along with the current standing of each newspaper so far as its merchandising work was involved. This was sent to the newspapers.

"Many times during the season," Mr. Mulville says, "we would hear from our merchandising men, of whom we have 40 in the field, that either this or that newspaper had suddenly come to life as far as our program was concerned, and was giving us much more support in

the local markets than we were normally accustomed to. Perhaps the fact that their contribution to the over-all program was now being held worthy of measurement contributed to these occurrences."

■ Since Florida fresh citrus shipments drop off, by and large, in late spring, the commission's schedule in newspapers covers only the November-May period. In the final report for May, the commission had this to say:

"The final figures show that ad-

vertising retailers, in total, expended \$371,509.51 for 1,076,231 lines of space to support the commission's advertising and promotional program in those local markets in which time the commission spent \$485,700 on this portion of its advertising program."

The commission carried the arithmetic a little further. It shows that for every dollar invested in its newspaper campaign, retailers in those same newspapers spent 76.4¢. This is a minimum figure, since not all newspapers, it points

out, "have cooperated with us" by sending tear sheets. (A breakdown on the amount of retailer expenditure per dollar of commission advertising brings a figure of 69.9¢ for "A" newspapers, 81¢ for "B" newspapers and \$2.18 for "C" newspapers.)

Mr. Mulville told AA that the 76.4¢ season figure compares with 56¢ for December last year, "which would indicate that our program is receiving steady acceptance by the trade."

In the absence of any knowledge

Merchandising Point Schedule

The Florida Citrus Commission has assigned these point values to newspaper merchandising activities in its behalf. Sometimes, however, circumstances result in changes.

Retail contacts	75
Ads in trade papers	40
Bulletins to trade (incl. in gen. bulletin)	10
Bulletins to trade (specific bulletin)	40
Letter to trade	40
Postcard mailing to trade (jumbo)	30
Postcard mailing to trade (small)	30
Newspaper's trade paper editorial mention	40
Including photo, additional	5
Window display in newspaper office	40
Newspaper's TV show	50
Newspaper's radio show	50

of similar studies, the commission's admen say, the lineage checking program seems "a respectable and worth while accomplishment."

Widdess Leaves Kimball Co.

Stewart K. Widdess has resigned as president and director of Abbott Kimball Co.'s Los Angeles office and will assume the post of v.p. and publicity director of Dayton Co., Minneapolis manufacturer of women's clothing, on Jan. 1. He has been in charge of the Kimball office in Los Angeles since November, 1950. Prior to that he was for 15 years with J. W. Robinson Co., Beverly Hills department store, and was president from 1945 to 1950.

Flaig Named to TV Sales

Herbert Flaig, for the past three years associated with WLW-TV, Cincinnati, has been appointed a sales representative for WKRC-TV, Cincinnati.

Erwin, Wasey Boosts Hack

Jules Hack, radio and television commercial writer for Erwin, Wasey & Co., Los Angeles office, has been promoted to commercial supervisor.



in this contest?

7,183 requests for tear sheets of articles in these two issues. There is nothing unusual about this response from MACHINE DESIGN readers. Every month an average of over 3,500 individual requests are received for tear sheets of articles.

As an advertising man you can readily recognize that this kind of live reader interest is what makes advertising in MACHINE DESIGN pay off.

Winning Editorial Awards is not new to MACHINE DESIGN's Editors. These two first place awards received this year bring the total for MACHINE DESIGN to 10 awards since 1940. It is the only design publication so consistently honored.

MACHINE DESIGN

A Penton Publication
Penton Building, Cleveland 13, Ohio



Blue Skies

... don't fool little Bismarck. He knows it doesn't take long for a few grey clouds to change the picture. In your case, KFJR can be the key to rich new markets which help you weather changing conditions. Any John Blair man will tell you How and Why.

KFYR
BISMARCK, N. DAK.
5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair

LITHOGRAPHED CARDBOARD DISPLAYS



INLAND LITHOGRAPH COMPANY

IDEAS • FACILITIES • EXPERIENCE

*With thousands sunk in space and air,
The sales department tore its hair—
The big campaign flashed in the pan—
They hadn't called the INLAND man!*

CHICAGO 6 • RANDOLPH 6-3256

Starts Newspaper Campaign to Push 'Germ-Free' Paper

National Paper Corp. of Pennsylvania, Ransom, is using large-space newspaper insertions in major markets to promote its "germ-free" Swanee bathroom tissues, paper towels, napkins and facial tissues. Byrde, Richard & Pound, New York, is the agency.

Swanee products have been advertised as "Homerized for Purity," but, according to the company, the findings of a testing laboratory that its "Homerizing" process of paper renders its "products... germ free prompted a switch in advertising strategy..."

Cross to Use Magazines

A. T. Cross Pencil Co., Providence, R. I., maker of mechanical pencils, will devote about 80% of its advertising budget to consumer publications, using *Business Week*, *Dun's Review*, *Fortune*, *The Journal of Accountancy*, *Nation's Business* and the *Wall Street Journal*. *Jeweler's Circular-Keystone* will be used to reach the trade. Knight & Gilbert, Providence, is the agency.



PEACHES AND CREAM—Inspecting one of the six-color imprinted posters to be used in the Creamy Peach Pie promotion are, left to right, Jim Pasley, TWA sales promotion representative; Ralph Hartnagle, Gardner Advertising Co. merchandising expert, and Gordon Ellis, Pet Milk Co. merchandising manager. These three men conceived and carried out the entire promotion.

WHEN...

**BOBBY JONES
MEETS THE
DUKE of WINDSOR**

**There's a Color
Cover Shot for
The Journal-
Constitution
Magazine**



Few people in this country ever get the opportunity to see a real Duke, let alone photograph one. Such is not the case, however, when the Duke of Windsor comes to Georgia. Recently when the ex-King of Great Britain attended the Masters Golf Tournament in Augusta, Georgia, staff writer Andrew Sparks and photographer Kenneth Rogers were assigned to get a story and pictures of His Grace.

The question arose as to how they should go about it. One doesn't just walk up to royalty and snap a picture. There must be a right way and a wrong way, but neither Sparks nor Rogers had ever had any

lessons on how to meet a duke. Finally, summoning up courage, they inquired whether or not the ex-King would care to have his picture taken. He amiably agreed.

It is appropriate that an ex-King should pose with Bobby Jones, world-renowned Golf King from Atlanta, Georgia. Above you see the result.

Just another example of the ingenuity and reportorial know-how which maintains a readership of 99 per cent women and 96 per cent men for the South's finest locally edited Magazine. No where else can an advertiser find so much for his advertising dollar.

Circulation
472,278

ABC Report 3-31-52
*PRS Report 2-13-52

THE ATLANTA
Journal and Constitution MAGAZINE

National Representatives, Kelly-Smith Company

TWA Helps Peach Board and Pet Milk Promote Peach Pie

St. Louis, Sept. 17—In another unusual food promotion tie-in, the Pet Milk Co., in cooperation with the California Cling Peach Advisory Board, will unite with Trans World Airlines for a month-long "Creamy Peach Pie" promotion in October.

The pie was developed early this year to be the focal point for the annual Pet Milk-Cling peach promotion. Since Kraft Philadelphia cream cheese is an ingredient of the pie, along with Pet milk and California Cling peaches, Kraft Foods Co. is heavily promoting other phases of the over-all promotion.

The tie-in was conceived when a TWA Constellation flew a sample of the pie to the Cling Peach Advisory Board. From that beginning, the promotion has become one of the most complete ever undertaken by either company, spokesmen say.

TWA will feature the "Creamy Peach Pie" on all flights from Oct. 6 to 25. The tie-in is believed to be the first complete grocery product promotion entered into by a major airline.

■ Theme for point of sale material to be used in special store promotions is "Famous for Foods—Trans World Airlines Serves Creamy Peach Pie."

To make the tie-in more effective, Eve DeMariano, TWA food service manager, will appear with Mary Lee Taylor on her weekly Pet Milk program Oct. 11 on NBC. Miss Taylor and Miss DeMariano will highlight the "Creamy Peach Pie" recipe. The pie will also be featured on the Ralph Edwards "Truth or Consequences" NBC show, and on the "All Star Revue," NBC-TV, on Oct. 18.

Gardner Advertising Co. is Pet Milk's agency, while Batten, Barton, Durstine & Osborn handles advertising for both TWA and the Cling Peach Advisory Board. J. Walter Thompson Co. is the agency for Kraft's Philadelphia cream cheese.

Ruggles Named Ad Director

Daniel B. Ruggles Jr. has been appointed advertising director of the *Boston Morning Herald* and *Evening Traveler*. He succeeds John P. E. Dempsey, retired. Paul S. Roberts Jr. has been named national advertising manager of both papers.

Fownes Sets Gloves Campaign

Fownes Bros. & Co., New York maker of leather and fabric gloves, will promote its fall line in *Harper's Bazaar*, *Parents' Magazine*, *Seventeen*, *The New Yorker* and *Vogue*. Rockmore Co., New York, is the agency.

Along the Media Path

• Advertisers can get a good picture of industrial expansion in Kentucky by getting on the mailing list for the new series of studies being put out by the *Courier-Journal* and *Louisville Times*. Study No. 1 covers developments up to May 15, 1952, pointing out that no less than 78 new plants went up in the state during the past three years. One section of the report deals entirely with the major appliance headquarters being built by General Electric in Louisville. When completed in 1955, the GE Appliance Park will have an investment of \$300,000,000 and an annual payroll of \$70,000,000.

• *Cosmopolitan* has issued its annual beauty survey, reporting on its women readers' use of 107 cosmetic and toiletry products. The survey also gives brand preferences and comparative data for the three-year period from 1950 to 1952. Use of indelible lipstick is up from 10% in 1951 to 27% in 1952; solid perfume has risen from 5% use in 1950 to 16% this year; housewives make the tooth brush purchases in 63% of *Cosmopolitan* homes. Some brand leaders are: Coty (face powder), Revlon (lipstick), Max Factor (rouge), Jergens (hand lotion), Halo (shampoo), Toni (wave kit), Stopette (deodorant), Ivory (face soap) and Colgate paste (dentifrice).

• The *Boston Record-American* and *Sunday Advertiser* are offering a \$5,000 first prize and 104 other prizes totaling \$5,500 in a presidential election contest. A daily entry form—featuring a different state each day—began running Sept. 1. When the contest ends on Oct. 26, all 48 entries must be submitted as a unit. The winners will be those who pick the victorious candidate in the highest number of the 48 states. Ties will be broken by popular vote predictions.

• The *Toronto Telegram* published the first Canadian newspaper TV supplement on Sept. 8, just prior to the start of television in Canada. The 32-page section covered all facets of the medium, including a glossary of TV language.

• WLS, Chicago, is sending out a brochure presenting the fall lineup of "School Time" programs. Designed for classroom listening, the "School Time" programs begin Sept. 29. They are heard each weekday at 1:15 p.m. (CST).

• *Practical Builder* and *Building Supply News* repeated their sales clinics of last year during the weeks of Sept. 7 and 14. The meetings, which are attended by building product manufacturers and their agencies, were held in St. Louis, Minneapolis, Cincinnati, Philadelphia and Boston. The two magazines, published by Industrial Publications Inc., presented a wholesaler, dealer and builder who explained what kind of trade advertising is most helpful to them.

• WOR, MBS outlet in New York, is quoting a Pulse survey which shows the station to be the leading radio newscast source in the city. According to the survey, WOR news broadcasts in July got 27% preference, compared to 15.3% for the nearest competitor.

• WCBS-TV reports it got \$1,000,000 worth of new business and renewals during the month of August. New clients include Westclox division of General Time Corp.,

Crosley division of Avco Mfg. Corp., Monarch Wine Co., D. L. Clark Co., A. S. Harrison Co. and International Silver Co.

• The *London Sunday Express* published a 12-page issue Sept. 7, the first time such a large issue was allowed since 1939. Ads took up 790 column inches out of a 2,112 total and revenue from ads amounted to £17,310—a new British record for ad income from a single issue. The previous record was £11,858 from a 32-page issue of the *Express* on May 21, 1939.

• The *Miami Daily News* hosted a dinner for 150 home furnishing manufacturers and dealers to announce a new departmental feature—"Florida Home Fashions." The feature will begin Oct. 10 and will run every Friday.

Selling the Canadian Market?

The safe way to profits is to test-advertise your product in Canada's Most Responsive and Co-Operative TEST MARKET

LONDON and Southwestern Ontario

A Single newspaper market of (*) 530,574 buyers dominated by

The London Free Press

Western Ontario's Foremost Newspaper

**
84,200 Daily

*1952 Canadian Census
**Publisher's Statement, March 31/52

Write C. G. Fenn
Adv. Mgr.

AA-2

YOUR FIRST LOOK AT SEATTLE'S NEW A. B. C. CITY ZONE



The Seattle Times reaches **76.8%** of the 224,485 families in this new A. B. C. City Zone

Your first look will tell you that Seattle's City and Retail Trading Zone boundaries have been revised. This change reflects the tremendous, steady growth of population in the Seattle area.

These new population figures shown on this page are approved by the Audit Bureau of Circulations and will appear on ABC statements of September 30, 1952.

The Seattle Times reaches 8 out of 10 homes in this great market.

SEATTLE'S A. B. C. CITY ZONE POPULATION	675,699
SEATTLE RETAIL TRADING ZONE	310,567
TOTAL CITY AND RETAIL TRADING ZONE	986,266

New Retail Trading Zone

Seattle's New Retail Trading Zone includes the areas of King, Kitsap and Snohomish counties not in the city zone and all of Skagit, Island and Jefferson counties.



THE SEATTLE TIMES

REPRESENTED BY O'MARA & ORMSBEE
New York • Detroit • Chicago • Los Angeles • San Francisco

Howard Sawyer Finds Some Agency Men Aren't Enthusiastic About Advertising

New York, Sept. 16.—"What shocks me is the number of people in the advertising business who aren't enthusiastic enough to try to sell more advertising. But what shocks me the most is the realization that probably they are being square with their consciences. They don't truly believe in advertising."

After that opening, Howard G. Sawyer, v.p. in charge of plans and marketing for James Thomas Chirurg Co., told members of the League of Advertising Agencies here last Friday night that "you've got to have facts and figures about advertising to demonstrate that it can deliver the benefits you believe it will deliver."

"But I don't mean," Mr. Sawyer said, "loading up your annual proposal of an advertising budget with tons of evidence proving that advertising pays."

■ He recommended selling clients on advertising long before the budget is submitted. As a market has to be conditioned, so do clients, he pointed out.

"Luncheon meetings, success stories, memos, tear sheets of articles in the advertising press, are all ways of building up the client's confidence in advertising, and also of building up his appreciation of good advertising."

Group audits were also suggested. This is a meeting held anywhere from one to six times a year and run by the client.

"We come to the meeting with nothing but questions," Mr. Sawyer explained. "The client is supposed to provide the people who can answer the questions. Not just people connected with sales or sales promotion, but the treasurer, production chief, engineering department head, research and development men, designers, stylists, and so on."

■ "Primary purpose of the audit group," Mr. Sawyer said, "is to help us keep abreast of the client's business. But an important subsidiary benefit is the opportunity it gives us to meet with a broad executive group and to develop, in their minds, a new concept of the importance of advertising in marketing."

"By means such as this," he said, "we continually strive to sell advertising, not advertisements, but advertising."

Mr. Sawyer emphasized the necessity of demonstrating to clients that advertising is a part of marketing.

■ "It's the part which influences

the opinions of the people who constitute the market. It can make a product seem more desirable, more accessible, even necessary. Advertising is much more than just keeping the company's name in front of the public. You've got to sell that concept of advertising to management."

Percentages of sales figures are

poor guides to follow in setting up an advertising budget, Mr. Sawyer said. The only sound way to do the job, he suggested, is to "build a reasonable plan to reach a reasonable objective in a reasonable amount of time, and then figure the cost."

Modecraft Appoints Frank Co.

Modecraft Shoes Inc., Boston maker of ladies' novelty shoes, has named Louis K. Frank Co., Boston, to handle its advertising.

Montgomery Ward's Sales Earnings for 6 Months Lag

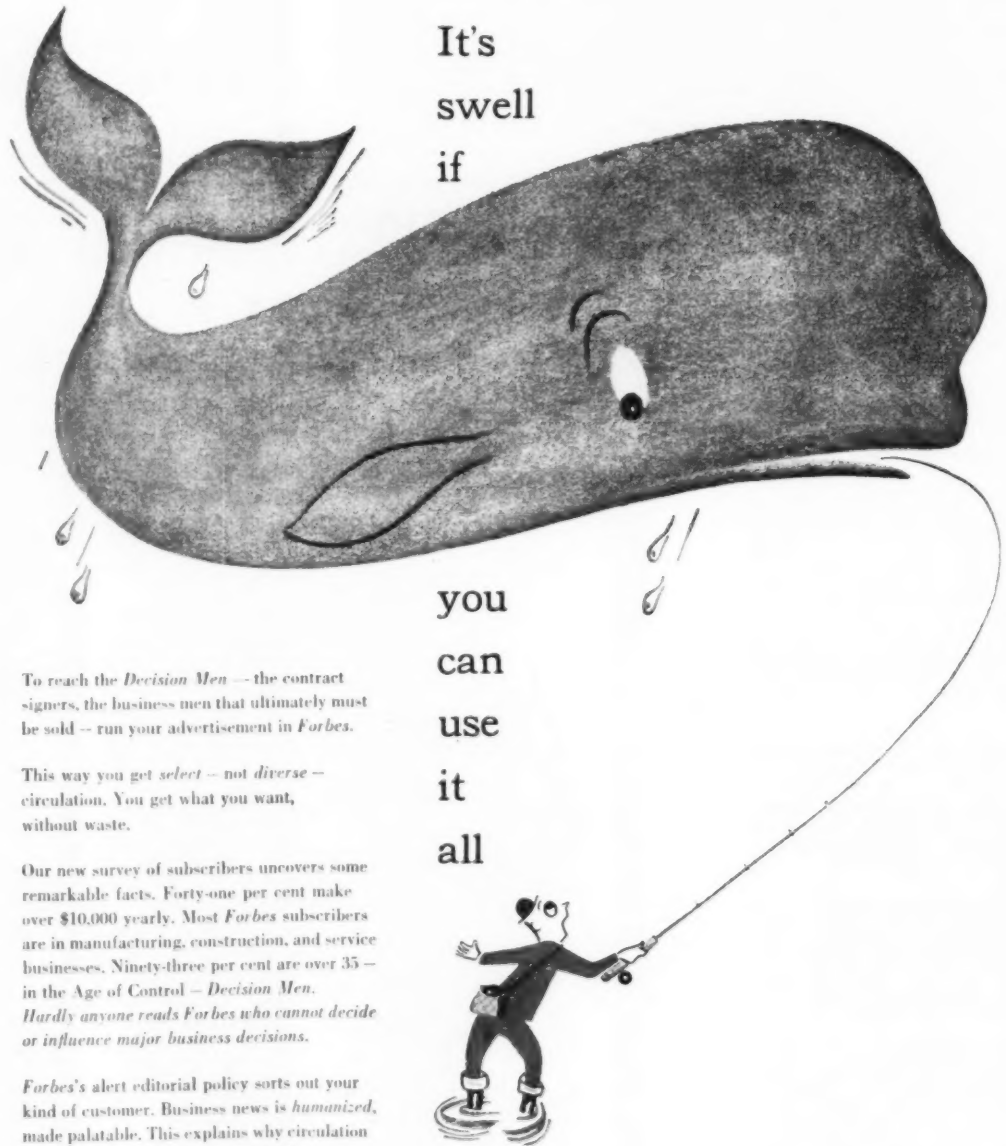
Montgomery Ward & Co.'s net earnings for the six months ended July 31, 1952, were \$16,307,601, or \$2.40 per share of outstanding common stock. For the same period last year earnings were \$23,838,178, or \$3.56 per share. Retroactive changes in the tax laws in 1951 reduced last year's reported earnings from \$25,353,178 to \$23,838,178.

Sales for the first six months of \$481,887,988 were 4.1% less than

the sales for the same period last year.

Promotes John Dougherty

Owens-Corning Fiberglas Corp., Toledo, has appointed John Dougherty, formerly advertising manager for the textile products division, to the new position of merchandising manager of fiberglas sales. The new position arises from a need for closer coordination with retail outlets in merchandising fiberglas consumer products at the point of sale.



It's
swell
if

you
can
use
it
all

To reach the *Decision Men* — the contract signers, the business men that ultimately must be sold — run your advertisement in *Forbes*.

This way you get *select* — not *diverse* — circulation. You get what you want, without waste.

Our new survey of subscribers uncovers some remarkable facts. Forty-one per cent make over \$10,000 yearly. Most *Forbes* subscribers are in manufacturing, construction, and service businesses. Ninety-three per cent are over 35 — in the Age of Control — *Decision Men*. Hardly anyone reads *Forbes* who cannot decide or influence major business decisions.

Forbes's alert editorial policy sorts out your kind of customer. Business news is humanized, made palatable. This explains why circulation has almost doubled to 123,000 in 5 years.

Before you make up your magazine list, hear this enlightening story fully. Call CHelseA 3-8600 in New York. Or write *Forbes* Magazine, 80 Fifth Ave., New York 11, N. Y.

The magazine of business and finance

FORBES

concentrates on decision men

THE SOUTH GOES EISENHOWER

(The Bulletins, that is!)

Eisenhower backers turned to painted bulletins first, naturally, to tell their story in the South.

There are still a number of exceptionally fine painted bulletins offering choice major arterial Highway coverage in Louisiana, Mississippi, Alabama, and parts of Florida and Arkansas. Complete information on request.

MORIARTY

Outdoor Advertising Co., Inc.

P. O. BOX 1924

BAYON ROUGE, LA.

WOR-TV Quiz Show Is Based on Questions Like 'What Would You Walk 5,280' For?'

NEW YORK, Sept. 19—Advertising executives who are wondering how their efforts are registering with the public can get some idea by tuning in WOR-TV's new "Ad Quiz."

As the title suggests, this telecast invites Mr. and Mrs. Consumer to answer questions concerning slogans, trademarks and

advertising information in general. The sponsor, Greenwald Jewelers, furnishes prizes from its shelves for the correct answers. Virginia Grahame emcees the program, which is produced by Robert Isaacson Advertising.

Contestants generally are selected from a list of people who

write in asking to be on the show. Unlike most quizzes, this one permits the participants to help each other with the tough queries. A contestant who doesn't know the answer may consult with his teammates for five seconds before being called out.

The idea is to answer by product category, not by brand name. For example, the lady who was asked "What type of product sponsors 'I Love Lucy?'" properly answered "cigaretts." To say "Philip Morris"

would have put her out of the game, since brand name mentions are verboten under the rules of competition.

To date the contestants have done fairly well with such questions as:

An estimated 13,500,000 votes will be cast to pick the best of approximately 700 professional models. What product sponsors this contest?

If you were going Boac or TWA,

how would you be traveling?

What product would you walk 5,280' for?

At the outset, Mr. Isaacson had planned to include advertising agency men among the contestants. However, he found them reluctant to participate for fear of not showing up well, he said.

One of the most entertaining sequences of the telecast is that in which the participants are asked to compose an advertising slogan without knowing what kind of product they are writing about.

'Times Herald' Promotes Two

The Dallas Times Herald has appointed Leake McCauley manager of general advertising and James V. Lovell assistant to the advertising director. For more than five years Mr. McCauley has



Leake McCauley James V. Lovell

been a salesman in the general advertising department. Mr. Lovell, formerly in the display advertising department, has been associated with the newspaper for 23 years.

Promotes A. A. Brock to A.M.

A. A. Brock, retail advertising manager of the Seattle Post-Intelligencer, and a member of the staff since 1936, has been promoted to advertising manager. He succeeds J. J. Atkinson, who has retired after 25 years with the Hearst organization. Dan L. Starr, formerly merchandising and advertising manager of Parrott Co., Seattle food and liquor broker, has been named to succeed Mr. Brock.

Durstine Moves in S. F.

The San Francisco office of Roy S. Durstine Inc. has moved to 156 Montgomery St.

General Aniline Appoints



Dr. Jesse Werner, has been appointed director of commercial development for General Aniline & Film Corp. Dr. Werner, who is a regular reader of The Wall Street Journal, previously was technical assistant to the vice president in charge of operations for the firm.

With General Aniline since 1938, Dr. Werner's career bears out the oft-heard statement that "men who get ahead in business read The Wall Street Journal." To advertisers whose sales must depend on favorable decisions from executives in American business, the wide "stepping up" audience reached through The Journal represents a quick, direct and economical marketing approach.

Firm is Big "Market"

General Aniline, for example, not only markets a broad range of chemical products and allied apparatus, but is a major consumer of products and services, as well. The 430,540 Wall Street Journal readers are a corps of men who control or influence buying, production and selling decisions in virtually every line of business.

What an advertising medium!

(Advertisement)

FORBES

FACTS AND FIGURES

Forbes circulation going up.

At a faster rate than any other business magazine! Circulation has almost doubled in the last 5 years, now stands at 123,000.

Forbes readers earn more.

Ninety-one per cent earn over \$5,000. One out of every three Forbes readers gets along on between \$10,000 and \$25,000 every year. Ninety-five per cent own stocks, an average of 1,321 shares per subscriber. They hold shares in an average of 11.6 companies. Seventy per cent have brokerage accounts.

You get thorough readership in Forbes.

Because subscribers buy Forbes (and don't get it free), they read it thoroughly. And Forbes ahead-of-the-news reporting, Forbes penetrating articles are the "reasons for purchase." High percentage of editorial content insures good visibility for advertising.

★ Editorial features

● September 1 Issue

"35 for 66," a deep-probing study of the Phillips Petroleum Company on its 35th anniversary. Here, you get the humanized story of Phillips's skyrocket growth from a Bartlesville, Oklahoma, bank to a vast oil enterprise... the big deals and the dynamic personalities who molded it into the solid company it is today.

Forbes readers are Decision Men.

In business 73 per cent are top officers or operating executives.

Forbes readers are in the Age of Control.

They are older men—84 per cent are more than 40 years old, only 2.74 are under 30. More than one-fifth are associated in some additional business as director or part owner. Twenty-two per cent make investment decisions for others. Ninety-three per cent influence the buying and administrative decisions of the church, fraternal, civic and other associations in which they are active.

Forbes is A.B.C. Forbes growing

circulation represents subscription cost-on-the-barrelhead. What you pay for, you value—and 123,000 Decision Men value Forbes. Our survey shows 94.6 per cent read Forbes at home.

● October 1 Issue

"Best growth companies" of the past 35 years are analyzed—and similar possibilities for the next 35 years are forecasted.

Forbes brings you more than just statistics, more than facts. Business news is humanized. The fact that Forbes circulation has practically doubled in five years is proof that Decision Men appreciate this kind of writing.



Of 21 Leading New York
Department Stores -

18 ADVERTISE
in the

JOURNAL
AMERICAN

Source: Media Records
First Eight Months 1952

EVENING PAPERS

MORNING PAPERS

JOURNAL-AMERICAN 18 Stores	POST 10 Stores	WORLD TELEGRAM & SUN 15 Stores	TIMES 20 Stores	HERALD TRIBUNE 17 Stores	NEWS 14 Stores	MIRROR 11 Stores
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ABRAHAM & STRAUS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
B. ALTMAN & CO.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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BEST & CO.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BLOOMINGDALE'S	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BONWIT TELLER	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FRANKLIN SIMON	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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MACY	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
MARTIN'S	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
McCREERY & CO.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NAMM-LOESER'S	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
OPPENHEIM COLLINS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SAKS 5th AVENUE	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SAKS 34th STREET	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SEARS ROEBUCK	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
STERN BROS.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
JOHN WANAMAKER	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

***FOLLOW THE LEADERS HOME TO NEW YORK'S
LARGEST EVENING NEWSPAPER AUDIENCE***



A HEARST NEWSPAPER

NATIONALLY REPRESENTED BY HEARST ADVERTISING SERVICE

Peter Hilton Reports 98% Mortality Rate in Introduction of New Products

New York, Sept. 19.—About 98% of all new products that are introduced prove to be failures from a marketing and profit standpoint, according to Peter Hilton, president of Hilton & Riggio.

"One of the greatest rat-holes of our economy is the hundreds of

millions of dollars that are wasted needlessly each year in the introduction of new products," he said. "I refer to new products that are basically sound and worth while and which have a right to exist, but which fail miserably in the marketing and distribution stages."

Mr. Hilton told the Young Presidents' Organization yesterday that the 98% failure rate seemed to defy belief, but that it was authenticated by interviews with Dun & Bradstreet, the Department of Commerce, many trade associations and the trade press of various industries.

■ He said his agency employed Ross Federal Research Corp. to make a study of new product introduction, "which, to our knowledge, is the only one of its kind ever made." Ross made a three-month study of 200 leading packaged goods manufacturers. These were "the largest, most successful manufacturers, those who are presumably best equipped financially and by experience to successfully launch a new product. Yet their record is a dismal one, their mistakes grotesque and unforgivable," reported Mr. Hilton.

"Let me start with the observation that 19% of the new products launched since the war by all the firms interviewed were, by their own admission, successful," he continued. "This figures out to less than one in five."

■ "Almost unanimously they stated the cost of launching a new product is more than most companies anticipate. About 70% reported it required a longer time than they had anticipated. Thus, seven out of ten new products placed on the market will cost more and will take a longer time to 'put over' than the companies launching them anticipate."

"Next we tried to determine the greatest cause of failure of new products. Manufacturers were asked to rate five factors in order of importance. The causes of failures, ranked by importance, we found to be: (1) Lack of a well thought-out marketing program; (2) lack of pre-testing of product with consumers; (3) lack of market test; (4) insufficient product research; (5) lack of pre-testing of packaging."

■ "To cross-check these findings we asked the same questions in reverse by suggesting the manufacturers list the important factors a firm should consider in putting over a new product."

"Eight factors were listed and the manufacturers were requested to rate them on the basis of most important, second most important and so on. We got this result: (1) Thorough testing of product with consumers; (2) product research (laboratory test); (3) timeliness and management's knowledge of the field (tied for third and fourth); (5) thorough and complete introduction to the trade; (6) financing; (7) consumer sampling; (8) packaging."

"Next, they were asked to list

the commonest mistakes usually made in the introduction of a new product. Manufacturers were permitted every leeway in expressing their opinions, and the response was quite varied. However, they can be summarized as follows:

■ "Impatience, insufficient planning and preparation, lack of understanding of the market for the product, and finally the necessary time, labor and money to put it over."

"Several manufacturers stressed the fact that the introduction of a new product usually works in an established pattern: The product is introduced, the trade and consumers go through an initial splurge stage, sales are good and the manufacturer obtains a false opinion from this initial success."

"Following this, there is a let-down period, when trade and consumer curiosity wanes and sales slump. It is during this period, according to many manufacturers, that management is tempted to decide the product is a dud, and no more money should be poured into it, whereas this is the proper time for study and research of the product, merchandising and advertising."

■ "The next question we posed was this: 'Is it easier or more difficult to introduce a product today than before the war?' Thirty-three per cent replied they consider it easier; 50% said more difficult, while 17% said no difference. The introduction of new products this year is contemplated by 84%."

"To the question, 'Barring world conflict, do the three years immediately ahead offer greater opportunities for new products or services than any years since pre-war?' greater opportunity was reported by 76% and 24% reported less opportunity."

"Those reporting greater opportunity said it was because of greater availability of consumer money, many new families, greater consumer alertness for new products, new processes and techniques available to the manufacturer, and improved materials and packaging supplies."

"Those reporting less opportunity in the main stated that consumers are indifferent because many new items introduced during and immediately after the war were poor in quality, thus creating consumer skepticism. The tightening control on basic materials and the national economy under the current defense emergency were also cited."

■ Mr. Hilton said that pricing was probably the most important decision to be made regarding a new product, "yet it has been our experience that few executives give it the thought and research it merits." He said management tends to deal with pricing problems "either too casually or on a crisis basis—at the birth of a new product or when some dramatic change in economic conditions occurs or at the time that disastrous results in market position, sales volume or profit force some desperate pricing action."

In his opinion, pricing has become a new science and manufacturers would be well advised to consult an expert like Prof. Joel Dean of Columbia University before pricing a product.

■ "It has been our observation," continued Mr. Hilton, "that manufacturers introducing a new product have not given adequate thought that marketing practices within industry are subject to gradual, almost imperceptible—



JET POWER—This feminine version of a jet pilot, Laura Bartlett, shows how easy it is to carry the new light weight Universal Jet 99 cleaner. "When using the new cleaner it follows her around the house from room to room as she cleans," the release says.

but quite definite change.

"For instance, 46% of the nation's cigarets are sold today through grocery channels. Five years ago that figure was less than 4%. Today the grocery store is the most important candy selling outlet in the country. Food stores are now doing 45% of the nation's total candy business. It may be attributed to the fact that the average housewife goes to a food market about 200 times a year—three times more often than to a variety or drug store, six times more often than to a department store, and seven times more often than to a candy shop."

"Another reason for up-to-the-minute marketing data in launching a new product is the fact that there exists wide geographic preferences for certain products, and these variations must not be ignored."

■ "I am convinced," said Mr. Hilton, "there exists today—and there always will exist—large sales potentials for new products with inherent merit. It goes without saying that such products must answer a need; must be better than a similar older product; preferably they should not cost more."

"The manufacturer who introduces a new consumer product that answers the needs of what psychologists are prone to call our eight basic wants stands a better than average chance of success with it. These wants are: Food and drink, comfort, freedom from fear and danger, desire to be superior, desire to attract the opposite sex, welfare of loved one, enjoy social approval, and to live longer."

"In the final analysis, people don't buy products—they buy ideas about products. Therein, I believe, rests one of the keys to success in presenting new products to the public."

Will Sponsor Ad Contest

AMI Inc., Grand Rapids manufacturer of coin-operated phonographs, is sponsoring a nationwide "Write-an-Ad Contest," open to juke box operators and their families. Scheduled to close Nov. 15, the contest is dealer promotion for the AMI model D juke box. O. B. Motter & Associates, New York, is the agency.

Clearly to Join AA Sales Staff

David J. Cleary Jr., with the New York Journal-American for the past 16 years, joined the eastern sales staff of ADVERTISING AGE on Sept. 19.

Vending Machine Sales Just Keep on Growing

(Continued from Page 1)
climbed from \$59,000,000 to \$81,000,000 in sales. Where there were 1,400,000 vending machines in operation in 1947, in 1951 there were 2,743,107. Some 250,000 new machines were put into operation last year alone. Among the products now being vended—in addition to candy, gum, cigarets and beverages—are books, doughnuts, combs, crackers, fruit, postcards, tissues, hand lotion, handkerchiefs, hosiery, hygienic supplies, ice, ice cream sandwiches, towels, newspapers, nuts, paper cups, perfume, pencils, photo machines, popcorn, soap and razor blades.

There are also a number of machines which vend services, such as insurance policies, clothes dryers, ironers, scales, shavers, shoe shiners, toilet locks, typewriters, voice recorders and washing machines.

■ Behind all these products and figures is a business operation with problems and a language all of its own. Actually, it's a four-cornered industry, with the lineup as follows:

1. Suppliers of the industry. These are the multitude of companies which make the items—candy, cigarets, cups, drinks, etc.—which go into the machines. They were present in force at the convention, distributing free samples and bidding for space in the robot retailers.

2. Some 75 firms which manufacture the vending machines or parts used in the machines. Some of the big ones are Coan Mfg. Co., Madison, Wis.; Cole Equipment & Supply Inc., Chicago; Bert Mills Corp., Lombard, Ill.; Rowe Mfg. Co., New York, and Spacarc Inc., Stamford, Conn.

3. Locations. The vending machines are now concentrated in factories, business offices and military posts, but they are getting more and more locations in railroad and bus stations, airports, restaurants, theaters and apartment buildings. The location owner gets 5% to 10% commission on sales, depending on the type of product vended.

4. Operators. The several thousand operating firms are really the principals in this business, bringing together all segments of the industry. The operators buy the machines, stock them with merchandise, sell the location owner on having a machine installed and then service the machine.

■ While this ultimate refinement in self-service is expanding, industry leaders do not make rash statements about vending eventually replacing the supermarket or becoming a comparable giant in retail distribution. Instead, they consistently refer to vending as "plus business" and non-competitive with other retail outlets.

A clear definition of vending's function was formulated by Aaron Goldman, who was reelected president of NAMA and who also is president of the G. B. Macke Corp., operator of 75% of the candy and cigaret venders in the Washington area. Mr. Goldman told the NAMA convention that vending's job "is to provide goods and services more conveniently—and in some instances more economically—in situations where there is insufficient volume for conventional retail selling." And he added:

■ "There are very few instances where the vending machine can replace sales people if there is a sufficient volume of sales to justify a live sales person. The role of the machine is to make goods available in situations where personal selling is not profitable or not

practical."
The vending industry is like no other business. The convention sessions, for instance, were brought to a close yesterday with an address by W. H. Parker, lawyer, sociologist and Los Angeles chief of police. The invitation to Mr. Parker stemmed from the industry's long fight to dissociate vending from slot machine and pinball operations. In fact, a G. B. Macke representative told AA that this p.r. problem is still the "industry's No. 1 headache."

■ Mr. Parker, who got a standing ovation from the convention, said \$20 billion "that might go to business" is lost every year to organized crime. He pointed out that it is therefore a practical matter for business men to demand strict law enforcement.

This concern over p.r. shows up in other ways. The NAMA code of ethics pledges each member to "participate in the civic program of my community and support worthy welfare activities." Louis Golden of Ace Cigarette Service Co., Cleveland, spoke to the convention on "Public Relations IS Selling," urging operators to adopt a program similar to the one launched by his firm. He reported that Ace Cigarette Service is now

(1) printing its own name on match books vended in Ace machines, (2) putting safety messages on match books vended in factory-located machines, (3) participating in community projects, (4) sponsoring two 15-minute radio programs a week over WERE, and (5) running ads in the Chamber of Commerce magazine.

■ In his welcome to the convention, President Aaron Goldman said a good job had been done in separating "our industry from those other enterprises whose machines operate upon the insertion of a coin." He added that the "disreputable and unsavory elements in and around automatic merchandising" are "quite inconsiderable taken as a whole."

However, Mr. Goldman said this is all negative p.r. and he appealed for a positive program to win public acceptance for the service rendered by vending machines. He pointed out that the industry can tap "an important reservoir of public good will" by stressing that "we are a business that contributes to the comfort and well being of millions of men and women every day."

The merchandising problems connected with vending are peculiar to this industry also. There is no need, in most cases, to merchandise the products which are vended. These are pre-sold through national advertising. The operators' main task is to get strategic locations for their machines. This means selling the location owner on the advantages of a vender. A company may argue that the machines encourage loitering, and it is then up to the operator to show how venders, on the contrary, increase employe morale and lead to greater productivity.

■ The machine itself must be merchandised. Manufacturers are making more attractive machines each year. One cigaret machine operator reported that he had increased sales by using a luminous sign on the front of his venders. Others have used different colored lights to attract attention. For two years the G. B. Macke Corp. has been putting premium coupons on cigarets vended in its machines—"with good results."

One of the major complaints of operators is that manufacturers do

not supply them with enough sales aids. Two Chicago area manufacturers—Bert Mills Corp. and Cole Products Corp.—are meeting this gripe by sponsoring their own television shows to win new outlets for operators. Bert Mills has a 15-minute live show featuring pianist Herbie Mintz over WNBQ. Cole backs a half-hour pantomime-to-records program over WBKB and offers prizes such as a radio or TV set for any viewer who turns in a lead that results in the installation of a vender.

■ At the present time the average vending machine operator is still a small business man. Many of the operating companies are one-man affairs and the NAMA says "most of them employ less than 10 people." However, the industry is dotted with large organizations and all signs point to fewer and bigger operators in the future. The reasons are not hard to find.

First of all, the industry cry today is "diversification." Previously, an operator could function with only cigaret machines or candy bar venders. Now, more and more operators are being asked to supply a complete line—candy, ciga- rets, soft drinks, fruit juices, etc. In 1940, only 5% of all fulltime operators handled two or more machines. Today 25% handle at least two types of venders. This of course increases the capital requirements and makes for larger organizations.

■ An equally important factor which is making for bigness is the small profit margin possible on a unit sale. To sell a 5¢ candy bar, an operator must buy the candy from the manufacturer, continually service his machine and pay a commission to the location owner. After all these hands get their cut, it is not uncommon for the operator to be left with a quarter-cent or half-cent profit on the sale.

While the 10¢ price level is gradually being accepted in the industry, it is still obvious that rapid turnover and big volume are the vehicles of successful operation.

Motel Group Names Redman

Ray Redman has been named executive secretary to direct advertising and public relations for the new Greater Miami Beach Motel Assn. The group is planning a local and national advertising program.

Godfrey Named 'Torch' Editor

Paul Godfrey, account executive of Cramer-Krasselt, Milwaukee agency, has been named editor of "Torch," official organ of the Milwaukee Advertising Club. James W. Murphy, general coordinator of the advertising and industrial press department of Allis-Chalmers Mfg. Co., has been appointed business manager.

Jergens Buys TV Quiz

Andrew Jergens Co., Cincinnati (Robert W. Orr & Associates), has signed as alternate week sponsor of "It's New to Me" (CBS-TV) starting Oct. 11 at 6:30 p.m. EST. Simmons Co. (Young & Rubicam) previously had contracted for semi-monthly sponsorship of the panel quiz, whose last backer was General Foods.

Appoints Bozell & Jacobs

The Allied Florists' Assn., Baltimore, has named Bozell & Jacobs, Chicago, to handle its advertising. In addition to newspaper advertising, a large portion of the budget will be spent on a live half-hour quiz television show, scheduled to originate weekly over WAAM, Baltimore, commencing Nov. 9.

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Louisville
 KY., AT CHURCHILL DOWNS,
 110,000 PEOPLE SAW HILL GAI
 WIN THE 1952
 KENTUCKY DERBY!

But in metropolitan *Toronto*
 *130,972 adults
 see... and read... daily
THE TELEGRAM
 as their **ONLY** daily newspaper

This exclusive Telegram circulation is greater than the adult population of Windsor, Calgary, Halifax, London, Regina or Victoria. When you plan campaigns for Canada's major markets, remember exclusive "Tely-Toronto" is one of Canada's largest "cities"

You can't TELL Toronto without The Tely!
 You can't SELL Toronto without The Tely!

THE TELEGRAM DAILY PLUS WEEKEND
 TORONTO 1, CANADA

*DANIEL STARCH AND STAFF (Represented in Canada by Gruneau Research Ltd.)

W. E. Browning,
 1106 Dominion Sq. Building,
 Montreal, Quebec.

O'Mara and Ormsbee, Inc.,
 420 Lexington Ave.,
 New York, N.Y.

John E. Lutz Co.,
 435 North Michigan Ave.,
 Chicago, Ill.

MORE THAN 500,000 PEOPLE IN CANADA'S RICHEST MARKET READ THE TELEGRAM

POINT your sales PROMOTIONS
 with specially designed



TRADE MARK.
 Show your Product, Trade Mark or Slogan, with faithful reproduction, on individual-ly Created "ADVER-TIES" . . . They're Catchy, Subtle and give the "Umph" and Spark you need at Conven-tions, Anniversaries, Prod-uct Introduction, or for Dealer Programs SPECIALLY DESIGNED to meet exacting wishes, "ADVER-TIES" are HAND MADE by Leaders in the Field for 33 years. NINE DIFFERENT PROC-ESSES to assure Maxi-mum Reproduction Ef-fect Only finest quality materials are used in "ADVER-TIES"

SEND SAMPLE of Adv. Matter. State approximate quantity desired. Full details and prices cheerfully sent.

American Neckwear Mfg. Co.
 (Original "Adver-Ties" makers)
 320 S. Franklin St. Dept. AA
 Chicago 6, Ill.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

DeSoto Approach to Medics Called Sure-Fire Job

To the Editor: Seen your doctor lately? Watch out for prescriptions like these: "5 pills daily. Plenty

of rest. And buy a new DeSoto."

That's what is the inevitable outcome of that new BBDO campaign to doctors in the medical journals. They urge the docs to suggest new DeSoto Full Power Steering for folks with "post-operative, cardiac, and back conditions" (AA, Sept. 8, Page 83).

It's a clicker of an idea. I wonder if Les Pearl & Co. realizes HOW good. For I'll bet ten to one they make more sales to doctors than to patients. It's a fact that more doctors suffer from buritis due to daily and continual parking of heavy cars than are afflicted with throat infections due to excessive 30-day tests. Fight your way through the smoke some day and ask your doctor. He'll tell you. The ad can't help but stimulate

the imagination along diverse back alleys. Will the Blue Cross now list such items as: Appendectomy, \$150. Maternity, \$200. Gastro-Urinary, \$150. New DeSoto with Full Power Steering. \$3,175, f.o.b. Detroit?

Or, will the campaign take such post-operative directions as: "They laughed when he sat down to steer... but Full Power Steering kept him in stitches?"

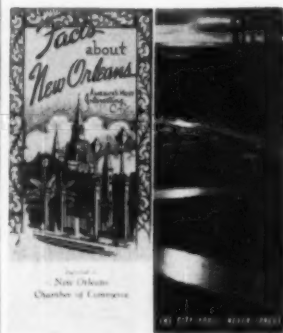
One wonders—and awaits eagerly the next in this sure-fire campaign.

ANDY T. HOWLETT,
Birmingham, Mich.

Credits AA Story for Aid on New Folder for New Orleans

To the Editor: When you ran the story on "Come to Our City" booklets in ADVERTISING AGE of Feb. 25, 1952, you probably didn't realize what far reaching results it would have.

At the time of publication, an advertising committee of the Chamber of Commerce of the New Orleans Area was busy at work planning a new booklet. You will notice from the enclosed copy of the



old one how badly the new one was needed.

Taking to heart the criticisms brought out by the Bureau of Research at the University of Santa Clara, as published in the Feb. 25 issue of ADVERTISING AGE, our committee set to work to produce a circular that would be the answer to the need for a brochure that would step out and away from all the old bromides.

We think this aim has been accomplished with most of the credit to go to ADVERTISING AGE for its publication of the Santa Clara University critique.

ROBERT KOTTWITZ,
Robert Kottwitz Advertising
Inc., New Orleans.

Negro Newspaper Circulation Is Up. Representative Says

To the Editor: This letter is in reference to "Jet Lights Into Negro Newspapers" (AA, Sept. 8).

ADVERTISING AGE, I am certain, would not deliberately lend itself to the presentation of a distorted and inaccurate statement of facts and for that reason I am at a loss to understand how and why this exception was made in this instance. It would have been in keeping with usual practice to have secured a statement from the newspapers involved.

To begin with, Jet is not a member of the Audit Bureau of Circulations. Its circulation at this time is "guaranteed" or "claimed." Its circulation, therefore, can not be included in this comparison of ABC media. The ABC audit reports show the following:

Ebony	451,631
Our World	242,565
Tan Confessions	251,413

Based upon these reports, there

is an inflation of about 300,000 in ABC circulation—an "error" of 32%. In addition there is a hidden factor: Jet, Ebony, and Tan Confessions have a substantial sale among white people. This white family coverage is encouraged by their distribution pattern and by daily newspaper advertising of such subject matter as interracial marriages, etc.

The combined circulation of Negro ABC newspapers has declined from its peak year, which was 1946, but contrary to the apparent desire of the Jet presentation to establish a pattern of declining circulation of these newspapers, the long term trend has been and is upward. For example, it is 209% greater than in 1940. This has been due to an increase in the number of newspapers having ABC membership and a 92% increase in circulation of those newspapers having membership in 1940.

During this 12 year period, the increase in the selling prices of the ABC Negro newspapers has ranged from 50% to more than 100%. Today they retail at 15¢ and one newspaper at 20¢ per copy.

It is pertinent to emphasize here that most of the retail price increases occurred in 1951—the year of comparison...

The comparison of page costs seems to me unrealistic. Actually the black and white milline rates of Ebony, Tan Confessions and non-ABC Jet are considerably greater than those of newspapers. It seems to me, for example, somewhat ridiculous to compare the page size of Jet with its Quick

magazine format with the 2,520-line page of the Afro-American or other Negro newspapers.

The city-by-city statement of coverage of Negro families in 17 major cities is a major and deliberate distortion. The Audit Bureau of Circulations breaks down the circulations of Tan Confessions and Ebony by states. These magazines and Jet, however, arbitrarily assign whatever portion of this circulation which may suit their convenience to a specific city within that state...

The deliberate misstatement in the Jet presentation is the quotation of the ABC Negro newspaper circulation in these 17 cities as 258,757 while the actual figure is 560,601—a purposeful distortion of fact amounting to 53.8%.

It is certainly germane to mention here that Jet, Tan Confessions and Ebony are now and have been for several years buyers of advertising space in both ABC and non-ABC Negro newspapers. This advertising has undoubtedly been a major factor in reaching their present circulation status...

One cannot overlook the fact that the circulation of ABC and non-ABC Negro newspapers is in excess of 2,000,000 and that many of these papers have been profit-

NATION-WIDE FIELD SERVICE USEFUL TO ADVERTISERS AND EDITORS

Organization of 500 capable Photo-Reporters provides effective way to obtain on-location photos, case histories, stories, testimonials and releases. Write SICKLES PHOTO-REPORTING SERVICE 38 Park Place, Newark 2, N. J.

meet a sales manager who's

Goin' Places!



But a month ago our sampling problem had me stopped cold. Our new product was set to go, and I had to get housewives to use it fast. The question was -- how?



Then I got the good word about Donnelley -- learned how their trained house-to-house sampling crews could saturate areas we wanted, skip areas we didn't want. "Okay," I said, "take over!"



And they did! Put our samples right into housewives' hands, detailed outlets, uncovered weak spots in our distribution -- all within a few weeks.

And say, those Donnelley merchandising bosses sure get out into the field to run things right.



Results amazed us! With more outlets and good dealer cooperation we cut our advertising cost per unit way down!



Call in a Donnelley Representative. He'll tell you actual experiences of companies like yours... show you how Donnelley can help you on manual house-

to-house sampling or couponing... store detailing... store checks... point-of-purchase installations -- on any merchandising job that's too big or too fast for your regular sales force. Phone or write:

The Reuben H. Donnelley Corporation Merchandising Division, Dept. D-1

CHICAGO 407 E. 23rd St. (14) Victory 2-3232	LONG ISLAND CITY, N.Y. 50-22 23d St. (1) BAYWOOD 9-0500	PHILADELPHIA 401 N. Broad St. (8) Walnut 2-2434	BOSTON 110 Arlington St. (14) Liberty 2-1737
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We

publish two good newspapers
... they are read by everybody
in and around Louisville

We

sell advertising space at
reasonable rates.
It produces sales.

The Courier-Journal
THE LOUISVILLE TIMES

Owners and operators of Radio Station WHAS and Television Station WHAS-TV
371,134 DAILY • 300,970 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

able operations for over half a century.

Because of the misleading impression your article has given, I sincerely hope you will find space for publication in your magazine for such portions of this letter as in your opinion will serve to correct the serious and costly damage done.

D. ARNETT MURPHY,
President, Associated Publishers Inc., Baltimore.

Interstate and 'Courier' Head Agrees with Murphy

To the Editor: Mrs. Robert L. Vann, president of Interstate United Newspapers Inc., New York, a publishers' representative organization, and president and publisher of the *Courier*, concurs fully with the contents of the letter now in your possession from Mr. D. Arnett Murphy (above).

We should like for you to point out:

1. That the three magazines with A.B.C. membership are monthly and the fourth, which is weekly, is not at this time a member of A.B.C. All the newspapers mentioned are A.B.C. members and are published weekly or bi-weekly. Clarification of frequency of issue is most important when studying figures for comparative purposes.

2. Your comment stemming from the *Jet* presentation regarding the 17 major markets is particularly damaging as far as the *Courier* is concerned.

Your article reads: "A final chart in the study gives a local circulation comparison for 17 major cities with 100,000 or more Negro population. The newspapers make a better showing here, but not by much." ... The *Jet* presentation compares circulation of three A.B.C. monthly national magazines and one weekly national magazine with the circulation of local, weekly and bi-weekly A.B.C. newspapers. While the *Courier* is listed only under Pittsburgh, we enjoy circulation in each of the 17 major markets listed.

We fail to see how the publisher of *Jet*, *Ebony* and *Tan* can classify *Jet's* presentation as a routine circulation report.

EARL V. HORD,
General Manager, Pittsburgh Courier Publishing Co., Pittsburgh, Pa.

Boston Agencies Doing Very Well, Says Humphrey

To the Editor: Too many years ago—1923 to be exact—I joined the H. B. Humphrey Co.

During my first ten years, I am afraid I was a bit discouraged by the agency situation in Boston.

Most of the local agencies at that time were "one-man" affairs. Most of the best young men who started out in those agencies went to New York, where they saw a more entrancing future.

As a result, none of the national accounts used New England agencies. All of the worth while business went to New York.

It was discouraging. Everyone cried about it, but no one did anything about it—until the early '30s.

In 1933, we, for instance, started a rebuilding program. We went to New York, talked to dozens of men; hired several then, and more in the next few years.

We operated at a fancy loss for several years, but we did put together an advertising unit that could and did compete with New York talent. It has paid off.

In January, 1951, the H. B. Humphrey Co. merged with Alley & Richards Inc., which obviously gave us greater depth and a stronger all around advertising agency with offices in Boston and New York.

In the Boston office alone are more than 50 advertising men and women handling many accounts that any agency in New York or Boston would like to have.

Of our top ten accounts from a billing standpoint, eight have at one time or another been handled by New York agencies, and six came to us directly from New York agencies.

Of course, we believe that we have done the best job in New England, but we also wish to point out that there are several other successful agencies in Boston that have done well.

All of which is a brief resume of the conversation I had with your Robert Ginsburg at the time that he first came to Boston—last February, I believe.


All of which makes it impossible for me to understand how you could allow your Mr. Ginsburg to attack the Boston agencies with an article such as appeared in *Advertising Age*, Aug. 27 issue.

RICHARD S. HUMPHREY,
President, H. B. Humphrey, Alley & Richards Inc., Boston.

AA had no intention of "attacking" Boston agencies and does not believe its story did so. Instead, it attempted to point up a situation

which plagues smaller agencies, advertising stem." The record of H. B. Humphrey, Alley & Richards is most impressive, but it can scarcely and agencies off "the main ad-

"3 Facts about Wisconsin's 3rd Market"



1

2

3

APPLETON
with a 1950 U.S. Census CITY ZONE POPULATION of 83,277 is the No. 3 Market in Wisconsin. Only Milwaukee and Madison are Larger!

The APPLETON POST-CRESCENT is the **ONLY** Newspaper in Wisconsin offering
1) 70% Dealer Tie-ins on Grocery Items 2) Twice Weekly Dealer Contacts 3) Annual Consumer Buying Study

The APPLETON POST-CRESCENT in 1951 Carried **15,637,552** lines of Advertising More than any newspaper in the state except the Milwaukee Journal — A testimony to effectiveness.

Test it in APPLETON — for Details Write — Wire — Phone Collect — David Lindsey — General Advertising Department —



like California
without the
**BILLION
DOLLAR
VALLEY
OF THE
BEES**

Twice the buying power of Baltimore! Twice the food sales of San Francisco! Twice the drug sales of Pittsburgh!* That's California's inland market — the Billion Dollar Valley of the Bees. But don't expect to cover it with coastal California papers. You need inland California's own papers — The Sacramento Bee, The Modesto Bee and The Fresno Bee.

*Sales Management's 1952 Copyrighted Survey



McClatchy Newspapers

THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

National Representatives . . . O'Mara & Ormsbee, Inc.

Let's get the picture straight

Coverage of homes in **ALLENTOWN**
(City of Allentown, Pa.)

Sunday Call-Chronicle	*93.9%
Ladies' Home Journal	11.0%
Life	20.5%
Saturday Evening Post	7.5%

*Daily Combination provides even more, plus prosperous Allentown Metropolitan Area Coverage

ALL BUSINESS IS LOCAL

FRANK A. HUDSON JR.

NEW YORK, Sept. 16—Frank A. Hudson Jr., 48, director of the legal advertising department of Frank Kiernan & Co., died Sept. 13 of a heart attack at his home.

A native of New York, Mr. Hudson joined the Albert Frank & Co. advertising agency as a messenger while in his late 'teens. He rose to assistant production manager there and in 1928 became an account executive of the Kiernan agency. He was regarded as a leading authority on legal advertising.

RALPH E. THOMPSON

CHATHAM, MASS., Sept. 16—Ralph E. Thompson, 64, president of William L. Gilbert Clock Co. of Winsted, Conn., died here Sept. 14. He was chairman of the board of Reed Prentice Corp., Worcester, and of Scott & Williams, Laconia, N. H. At one time he was a v.p. of Gillette Safety Razor Co.

JOSEPH W. HOOVER

PHILADELPHIA, Sept. 16—Joseph W. Hoover, chairman of the board of Joseph Hoover & Sons Co., publisher, died Sept. 13 at his summer home in Atlantic City, N. J.

JOHN ATHERTON

NEW YORK, Sept. 18—John Atherton, 52, widely known illustrator and commercial artist, died Monday on a salmon fishing trip in New Brunswick, Canada.

A native of Brainerd, Minn., Mr. Atherton became a commercial artist here after studying at the School of Fine Arts in San Francisco. Besides illustrations and covers for *The Saturday Evening Post*, he did advertising art work for General Motors, Shell Oil and many other national advertising accounts.

He also did covers and other designs for *Fortune*, *Holiday* and *True*. Last year his book, "The Fly and the Fish," which he illustrated with many color plates and high-light halftones, was published by Macmillan Co.

JAMES M. KIRSHNER

NEW YORK, Sept. 17—James M. Kirshner, 66, credit manager of the *New York Times* for 25 years until his retirement in 1949, died here yesterday.

Born in Philadelphia, Mr. Kirshner joined the auditing department of the *Times* in 1913. He set up a new system for billing and checking advertising and for keeping contract records, and was made department chief in 1916 and in 1924 was appointed credit manager.

Anheuser-Busch Names Phil Regan Good Will Ambassador

Phil Regan, theatrical and movie star, will join Anheuser-Busch Inc., St. Louis and Newark brewer, on Oct. 1, as a personal representative of A. von Gontard, v.p. and director of sales.

As "good will ambassador" for Anheuser-Busch, maker of Budweiser and Michelob beers, Mr. Regan will travel throughout the country attending conventions and meetings as a representative of the company's sales department.



Phil Regan

CBS-TV Shifts Abrams

Warren Abrams, formerly with CBS television spot sales in New York, has been named to head that operation in Detroit. His appointment relieves Ralph Patt to concentrate on radio spot sales in that city.

Moore Named WAMI Manager

Beri Moore, formerly with WABB, Mobile, has been named manager of WAMI, a new radio station for Opp, Ala., which will go on the air at an early date.

Let's get the picture straight

Coverage of homes in **FORT WORTH**
(Tarrant County—109,137 Households)

Fort Worth Star-Telegram	98.1%
Ladies' Home Journal	11.7%
Life	12.8%
Saturday Evening Post	10.3%

ALL BUSINESS IS LOCAL

Let's get the picture straight

Coverage of homes in **CINCINNATI**

(Hamilton County, Ohio; Kenton and Campbell Counties, Kentucky — 276,700 Households final U. S. Census)

The Cincinnati Enquirer (SUNDAY)	73.2%
Ladies' Home Journal	8.3%
Life	11.6%
Saturday Evening Post	6.3%

ALL BUSINESS IS LOCAL

Let's get the picture straight

Coverage of homes in **GREEN BAY**

(Brown County, Wis.—26,208 Households final U.S. Census)

Green Bay Press-Gazette	94.9%
Ladies' Home Journal	10.0%
Life	13.5%
Saturday Evening Post	8.4%

ALL BUSINESS IS LOCAL

Let's get the picture straight

Coverage of homes in **FORT WAYNE**

(Allen County — 54,892 Households final U. S. Census)

Fort Wayne News-Sentinel (E)	90.1%*
Ladies' Home Journal	11.7%
Life	13.8%
Saturday Evening Post	8.5%

ALL BUSINESS IS LOCAL

*With JOURNAL-GAZETTE @ 147.4%, not excluding duplication

Let's get the picture straight

Coverage of homes in **MEMPHIS**

(Shelby County—133,504 Households final U. S. Census)

The Commercial Appeal (M)	73.1%
Memphis Press-Scimitar (E)	63.0%
The Commercial Appeal (S)	85.1%
Ladies' Home Journal	7.4%
Life	7.8%
Saturday Evening Post	5.2%

ALL BUSINESS IS LOCAL

Let's get the picture straight

Coverage of homes in **PEORIA**

(Peoria and Tazewell counties—77,337 Households final U. S. Census)

Peoria Journal Star	96.3%
Ladies' Home Journal	13.8%
Life	10.8%
Saturday Evening Post	13.6%

ALL BUSINESS IS LOCAL

20% Sales Gain in Premium Sales Seen: 10,000 Items Shown

NEW YORK, Sept. 17—Premium sales volume this year is expected to reach \$1.2 billion, up \$200,000,000 over 1951. And if the 10,000 items on exhibit at the New York Premium Show are any indication, they'll run the gamut from good luck coins to major electrical appliances.

A record number (167) of exhibitors for the New York show are displaying their wares from Sept. 15-18 to hundreds of premium buyers and jobbers. Contrary to last year, when shortages of metals had dampened the promotion plans of some manufacturers, no one expressed great concern over the supply situation.

Some companies that had not exhibited last year because of the metals situation are on hand with a full line. Plastics, while not as plentiful as last year, are still getting heavy attention from shoppers. Cutlery and electrical appliances are also high on the list of sought for items.

Generally, companies are pleased with the results of the show, as of its third day, although there are complaints from exhibitors who say they are located in inaccessible spots. Several companies exhibiting for the first time express disappointment at the lack of order taking, but others are pleased with their newly made contacts.

Exhibitors point out that retail business this year is not up to 1951, which means, they said, that premium demand will rise.

Among unusual items on exhibit are the Expaditer, a memo pad split into five pads, enough for 400 memos, made by Ays Inc.; a desk calendar with a built-in automatic letter opener, made by Emenee Industries; a lamp with a collapsible venetian blind shade, made by H&H Distributing Co.; a plastic pencil box, and pencil sharpener that can multiply and divide.

Good response was reported for a cardboard scissor sharpener, a needle threader which can be attached to a miniature of any company's product, and Tele-Check, a gadget which attaches to a telephone that records calls and minutes spoken for each call.

Coasters Inc. is bringing out the Dri coaster. Made of DuPont cellulose sponge, it is supposed to be completely absorbent.

Osborne Coinage Co. has made its own election forecast and has minted a bust of Dwight D. Eisenhower to add to its series on U. S. presidents.

And chlorophyll, as could be expected, got into the act. Cadie Chemical Products Co. is offering a dog cleaning cloth scientifically processed with chlorophyll.

Schenley Uses Trade Papers

Schenley Distributors Inc. has scheduled a special business paper campaign to stimulate sales of Schenley Reserve whiskies, bourbon and rye to business organizations during the holiday season. Beginning in October, the campaign will include b&w pages in ADVERTISING AGE, Advertising Agency and Advertising & Selling, American Printer, Daily News Record, Editor & Publisher, Graphic Arts Monthly, Men's Wear, Printers' Ink, Purchasing, Sales Management, Textile World, Tide and Women's Wear Daily. Copy theme is "Fine Whiskies Solve Your Business Gift Problems." Batten, Barton, Durstine & Osborn, New York, is the agency.

Begins TV Football Series

Tide Water Associated Oil Co., San Francisco, is sponsoring a series of half-hour filmed telecasts of the 1952 Pacific Coast Conference football games. The series began Sept. 16 on KGO-TV.

Let's get the picture straight

Coverage of homes in **TRENTON**

(City of Trenton, N. J.)

Trenton Times	102.07%
Ladies' Home Journal	17.7%
Life	24.3%
Saturday Evening Post	13.1%

ALL BUSINESS IS LOCAL

Let's get the picture straight

Coverage of homes in **PROVIDENCE**

(Providence County, R. I.)

Providence Journal-Bulletin	83.3%
Ladies' Home Journal	10.0%
Life	13.4%
Saturday Evening Post	8.6%

ALL BUSINESS IS LOCAL

Let's get the picture straight

Coverage of homes in **UTICA**

(Oneida County, N. Y.)

Utica Observer-Dispatch <i>A Gannett Newspaper</i>	58.2%
Ladies' Home Journal	10.2%
Life	15.4%
Saturday Evening Post	9.6%

ALL BUSINESS IS LOCAL

Let's get the picture straight

Coverage of homes in **SOUTH BEND**

(St. Joseph County, Ind.—59,122 Households final U. S. Census)

The South Bend Tribune	108.3%
Ladies' Home Journal	14.6%
Life	18.2%
Saturday Evening Post	12.1%

ALL BUSINESS IS LOCAL

Let's get the picture straight

Coverage of homes in **WATERLOO**

(Blackhawk County, Iowa—29,206 Households final U. S. Census)

Waterloo Daily Courier	96.6%
Ladies' Home Journal	11.4%
Life	11.4%
Saturday Evening Post	10.1%

ALL BUSINESS IS LOCAL

Information for Advertisers

- No. 4450. *Manufacturers Representatives Listed.*
A new booklet listing manufacturers representatives and agents in New England is offered by the Domestic Trades Division of the Greater Boston Chamber of Commerce.
- No. 4451. *Food Business Analyzed.*
Ahrens Publishing Co. offers a new study, "Analysis of the Food Service Industry," which details the food purchases and sales in dollars of all types of food outlets—commercial, semi-commercial, and charitable—with comments on each.
- No. 4452. *Psychoanalytic Approach to Packaging.*
The Color Research Institute of America in a new release, "Answers to 20 Questions on Market Testing," sheds light on the psychoanalytic approach to the evaluation of colors and designs in packages, labels, and trademarks. The objective is not to secure consumer opinions, but to ascertain subconscious associations. Free-association tests are used, in which the consumer has no idea that her reaction to the label or package is actually what the interviewer seeks.
- No. 4453. *Available Merchandising Aids.*
"Direct Buy Wire to Your Consumer" is a brochure offered by *The American Girl*, telling of the various merchandising aids available to advertisers in the publication. These include tags, counter cards, letters to retailers, etc.
- No. 4454. *Office Supply Advertising Reviewed.*
A new folder offered by *Busi-*

- ness Week*, entitled "In the Field of Office Supplies and Stationery Competition is Keen," contains a quick review of advertising policies in this field. Schedules of 37 advertisers are reported.
- No. 4455. *New Phonograph and Sound Systems Catalog.*
"Califone, 1953" is a new catalog offered by the Califone Corp., describing its 15 models of phonographs, transcription players and sound systems, for use in audio-visual instruction, broadcasting, auditioning radio shows, etc. Price list is included.
- No. 4456. *Facts About Printing Magazine.*
"The Printing Magazine Story" is a new file-folder brochure in which the publication gives its history, an analysis of the printing market, circulation figures, results of a Starch study, etc.
- No. 4445. *New Fluorescent Portfolio.*
Radiant Color Co. offers a new portfolio of fluorescent samples, color cards and printing instructions, called a "Kit of Extra-Bright Ideas." The samples are liberal, and the instructions detailed for the use of Velve-Glo paper stocks and inks. Of interest to all art and production people.
- No. 4429. *Study of Canadian Market.*
Canadian Home Journal offers "The 1952 Characteristic Survey of Subscriber Families," covering auto ownership, economic classification, electrical equipment, occupation, home ownership, marital status, schooling, renovations and decorations, and much more.

Note: Inquiries for the items listed above will not be serviced beyond Nov. 3.

USE COUPON TO OBTAIN INFORMATION

Readers Service Dept., ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Please send me the following (insert number of each item wanted—please print or type)

.....

.....

NAME TITLE

COMPANY

ADDRESS

CITY & ZONE STATE

"A. A. REACHES MEN AT DECISION-MAKING LEVEL"

Commenting on the fact that the same classified copy developed about twice as many inquiries from ADVERTISING AGE as from another publication, this advertiser said: "Evidently the difference in the circulation of the two publications is that ADVERTISING AGE reaches a preponderance of men at the decision-making levels." Correct! That's why your classified copy placed in these columns will not only get more response, but get the kind of response you want—inquiries from executives who can close the deal at once!

THE ADVERTISING MARKET PLACE

Rates: 90¢ per line, minimum charge \$3.60. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Deadline Wednesday noon 12 days preceding publication date. Display classified takes card rate of \$12.00 per column inch. Regular rate discounts, size and frequency, apply on display.

HELP WANTED

ADVERTISING MANAGER FOR TELEVISION MANUFACTURER

Hare replacement opportunity has just occurred in position with fast-growing leader in radio and television manufacturer's organization, developing big national campaigns with well known agency.

The man, between 30 and 40 years old, who can fill this job must have experience working with an agency and friendly association with other department managers and employees. He must know national media, be good copywriter-editor, show creativeness, cooperativeness, and energetic application to the job. In addition, he should have a working knowledge of handling distributor-dealer cooperative advertising claims; and be able to write retail copy. Preferable that he gained experience at the retail or wholesale level in TV, appliances, or other big ticket consumer durable merchandise. The location is Chicago. Write completely full details of your present and past experience and income.

BOX 5305, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING & PUBLISHING FOR ALL TYPES OF POSITIONS

GEORGE WILLIAMS-PLACEMENTS

309 S. State St., Ha 7-2093 CHICAGO

ADV. SPACE SALESMAN

Unusual opening in Chicago office of leading television, radio business publication. Technical radio background helpful but not necessary. Send resume to

BOX 5299, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

FRED J. MASTERSON PUBLISHING

PERSONNEL

All types of positions for men and women. 185 N. Wabash Fr 2-0115 Chicago

GIBL ASSISTANT with qualifications for copywriting needed by small, progressive agency. WA 2-9352

PUBLISHER LOCATED IN SAN FRANCISCO seeks advertising agents for national representation of a new magazine. Replies to Mr. Burns P. O. Box 712 Berkeley 1, California

SALES PROMOTION MANAGER

Well established Pittsburgh industrial company needs experienced Advertising and Sales Promotion Manager Under 35 years of age. He will handle operations with our advertising agency, supervise the direct mail program, trade exhibits, etc. Engineering education not essential but desirable. Fine opportunity for the right man. Send resume giving information on education, employment experience to data, age and salary requirements.

BOX 5290, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

MOLENE PERSONNEL SERVICE

Copywriters Artists

Editorial Promotional ANDOVER 3 4424

BANKERS BLDG. ADVERTISING SALES REPRESENTATIVE wanted for Chicago and mid-west area by reputable Canadian publisher of trade publications. These are leaders in their field and well regarded by American advertisers. They offer the right type of salesmen plenty of opportunity. Write us about yourself and salary requirements in confidence to

BOX 5276, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

WRITER: Must be familiar with technical trade pubs to assist industrial news bureau manager in Detroit. Signed article and feature background a must. Good oppor., permanent. Send full resume, salary desired and availability.

BOX 5293, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

BARNARD

A service for employers and applicants in the fields of advertising and publishing. Office and professional.

Central 6-3178 178 W. Adams Street

SALES PROMOTION MANAGER

For manufacturer. Able to plan and direct Sales activities, promotion of product in the industrial field. Photo or series Burdick Personnel, 20 E. Jackson, WE 9-4005.

HELP WANTED

ACCOUNTING EXECUTIVE

Chicago publishing firm with four national business magazines has challenging opening for an executive who can assume full responsibility of accounting, purchasing, office systems and office management. He must be a college graduate and have sound technical knowledge of publishing, and a personality that will enable him to handle sales, editorial and office personnel. He must have the ability to become treasurer and business manager. Salary open. Please send detailed outline of experience, education, age and salary requirements to

BOX 5301, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

CREATIVE WOMAN COPY WRITER

Aggressive retail food organization in Chicago wishes to add to their present advertising team. We want an experienced writer 30 to 40 years of age who can find and tell good food stories. Send complete resume.

BOX 5285, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

POSITIONS WANTED

AMIABLE FEMME AVAILABLE OCT. 1

OBJECTIVE: A challenging job—agency or publishing—writing, contact, promotion, public relations, media.

I LIKE: People, dogs, the sea, money, music, lions, perfume, books, men, tigers, boats, coffee, flowers, clothes, monkeys I could go on and on, but not at \$1 a line!

VICES: I'm stubborn, I read too much, I cannot dissemble.

VIRTUES: I Love my Mama.

16 years broad experience. BOX 5298, ADVERTISING AGE
801 Second Ave., New York 17, N. Y.

AGENCY MEN: GET THIS EXPERT HELP DURING YOUR PEAK LOADS

When your staff is overloaded, send material for industrial ads, books etc. to this freelance expert. I analyze technical facts send back topnotch selling copy that gets results for your clients. 4-A agency man. Copy Chasers award winner. Graduate engineer with plant experience. Learn more about this efficient economical service. Write for my bulletin.

BOX 5294, ADVERTISING AGE
801 Second Ave., New York 17, N. Y.

ASSISTANT ART DIRECTOR - ARTIST

Creative layout from rough to finish; extensive production know-how CAN SEE JOB FROM IDEA TO PRINT. Complete line of samples. Age 29, married.

BOX 5287, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

AD COPYWRITER

Woman of unusual ability, seasoned judgment. Background includes advertising, newspaperwork, radio writing, publicity

BOX 5297, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

PRINTING BUYER. Highly experienced

all phases buying of printing, offset, art work, etc. Knows paper, binding, sources, economics. Excellent knowledge typography, printing production, design. Long prac. exper. all phases graphic arts. Chicago area only.

BOX 5301, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

FARM SPECIALIST—Now mgr. adv. & Promotion large feed mfg'r. - experience

all phases merchandising. Univ. grad., 29 married, farm paper background. Seek new connection, permanence, opportunity to move merchandise for you thru aggressive creative promotion.

BOX 5300, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

AGENCY TV WRITER-PRODUCER

seeks new opportunity. Writer-producer of over 1000 commercials for TV and radio. Also producer of more than 75 live shows. Willing to relocate.

BOX 5304, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

PROMOTION-PUBLICITY EXEC.

5 yrs. driving exp. at organizational level in account sales, direct mail and editing radio, newspaper, house organ and national publications under 35. Heavy in travel & sporting goods field. Available Nov. 1

Box 5292, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING ASSISTANT

U. of Illinois grad., Adv. major, 27, 3 1/2 yrs. exp.; strong copy, prod.; retail merch. background. Will relocate, Exc. refs.

BOX 5303, ADVERTISING AGE
801 Second Ave., New York 17, N. Y.

Box 261, Advertising Age
801 Second Ave.,
New York 17, N. Y.

LOS ANGELES PUBLISHER NEEDS SALES PROMOTION MANAGER

with Business Paper Experience. A man who can write strong selling copy and develop forceful presentation material for our industrial publications to be used by our salesmen. To a man not over forty who can qualify, here is an opportunity with good salary, plus bonus. Please detail your qualifications, experience and salary expected.

JENKINS PUBLICATIONS, Inc.
P.O. Box 9278, Los Angeles 5, Calif.

GET YOUR SHARE OF FREE PUBLICITY!

Use our New Publicity Directory Lists over 2,000 Magazines and Papers with Free Editorial Policies. Combined Circulation over 200,000,000

FREE 5-DAY EXAMINATION PUBLICITY ADVERTISING

1501D Trails End, Kalamazoo 26, Mich.

YOUR CLASSIFIED ADVERTISEMENT WILL GET RESULTS HERE

KRUEGER
makes
MAXWELL
a part of their
SALES
DEPARTMENT

KRUEGER BEER & ALE
Extra Light, Dry
The R.C. Maxwell Co. Atlantic City N.J.
OUTDOOR ADVERTISING

KRUEGER BEER & ALE
Extra Light, Cream
The R.C. Maxwell Co. Atlantic City N.J.
OUTDOOR ADVERTISING



THE ONLY ADS USED—During the test campaign in eastern Pennsylvania these comic strip ads, prepared by Weiss & Geller, were the only Wrigley ads scheduled in the test area. All ads used the same basic "That gives me an idea!" theme.

Weiss & Geller Bases Wrigley Gum Effort on Study of Human Behavior

(Continued from Page 1)
the preparation of a test campaign which had highly successful results.

The study was made at the Institute of Psychoanalysis in Chicago (of which Mr. Weiss is a director), and revealed three basic reasons why people chew gum. They are:

1. Oral comfort.
2. Release of tension, or relaxation.
3. Symbolic hostility or aggression.

With these basic reasons in mind, Weiss & Geller prepared an ad campaign, and Wrigley assigned the agency a test territory in the hard coal mining region of eastern Pennsylvania.

This test area had a higher than average rate of illiteracy, a large foreign population, and its economy had not been keeping pace with the general level of prosperity in the country. More important for the test, historically it had a very low per capita consumption of chewing gum.

Weiss & Geller conducted a detailed sociological study of the area before preparing its ads. Principal purpose of the study was to find out what the people in the area did, so that situations could be used in the ads with which the readers could quickly identify themselves. The study covered the recreations and social activities of the people, the types of industries in which they were employed, their sports, their fraternal organizations, working habits, etc.

Here is the copy approach that Weiss & Geller developed after it had combined the results of its psychological study with its sociological findings:

A child is frustrated in doing a simple every-day task natural to a child. An adult observes his difficulty and gives him a stick of gum. As a result, the child is able to complete his task without further frustration.

Weiss & Geller believes that if a reader will accept the sense of the child's situation, it will be easy for him to accept the adult situation which immediately follows in the sequence of the ad, where gum in turn is given to an

adult to relieve a similar situation (see cut).

Unlike orthodox comics ads, these were not designed as a frontal attack on the reader's mind, the agency explains. They are "subtly contrived to reach the adult" by first showing how the child can be calmed with chewing gum.

"Hardly anybody will admit that he or she is nervous, anxious or excited," Weiss & Geller says, "but most everybody will agree that a child becomes easily frustrated."

So a format is created which an adult can accept and agree with; it doesn't insult his intelligence or arouse his resistance. When he has accepted the child situation in the first half of the cartoon strip, it is rather simple to bridge over into the second half of the strip, which develops a similar adult situation.

Data collected in the sociological study of the area was used to set up situations with which the residents could quickly identify themselves. The people shown in the series were related as closely as possible to persons actually living in these Pennsylvania cities.

In the art treatment of the cartoons, both the dramatic and the grotesque type of characters were avoided. Instead, an artist was chosen who would depict a "family" type of character.

No copy or text was used in the strip, except the balloon panel saying "That gives me an idea" and the closing selling panel for Wrigley's Spearmint gum. Weiss & Geller felt that use of words "might inject insincerity" into the series.

Elimination of words also made it possible to reach the foreign and not too literate communities, where words might only serve to slow up the thought. The campaign attempted to appeal to and reach the emotions of people through their unconscious feelings, and to stay away from a verbal or intellectual level as much as possible, Weiss & Geller explains.

The test started in February, 1950, and results were tabulated in the first part of 1951. The campaign ran once a week on the comics pages or adjacent to the comics pages in 16 newspapers in eastern Pennsylvania. The test replaced all other Wrigley adver-

tising that had been running daily in the same papers, and stayed within Wrigley's standard advertising budget limits.

Other factors that might affect the test, such as merchandising activities, dealer calls, point of sale pieces, etc., were suspended during the test period.

Results showed that sales of Spearmint gum (the only kind advertised) increased substantially and at a far higher rate than sales elsewhere in the country. Sales of two other Wrigley brands (Juicy Fruit and Doublemint) also in-

High Quality

TV SPOTS

At Low Prices You'll Like

With our 35 years experience... with our highly trained staff... our complete laboratory and late-A equipment, we produce quality TV spots, show openings, etc., at a price lower than anyone else can touch.

Send us your copy for estimate

FILMACK STUDIOS

1335 S. Wabash Chicago 5, Ill.

There's a

BIG DIFFERENCE

between an

AVERAGE GOOD TENNIS PLAYER

and the

Champion

And there's a big difference between the average good newspaper and the *Champion CHRONICLE*. For example...

ADVERTISING LINAGE IN HOUSTON NEWSPAPERS

First Six Months 1952

(Source: Media Records)

	CHRONICLE	POST	PRESS
Retail	10,253,098	6,852,384	3,344,111
General	1,954,290	1,457,747	519,300
Automotive	658,985	509,714	300,289
Classified	4,889,431	2,923,098	998,628
Total Advertising	17,891,549	11,880,453	5,248,299

CHRONICLE TOTAL ADVERTISING

Excess Over POST — 6,011,096 lines or 50.6%
Over PRESS — 12,643,250 lines or 240.9%

The Chronicle carried over three-quarter million lines more than both other newspapers combined.

39 consecutive years of leadership in both circulation and advertising

For additional facts about the No. 1 paper in the South's No. 1 market, contact your nearest Branham Company Office.

The Houston Chronicle

JESSE H. JONES, Publisher
JOHN T. JONES Jr., President

R. W. McCARTHY, Advertising Director
M. J. GIBBONS, National Advertising Manager

creased more in this area than they did throughout the country. This was not because of above average general business in the area. Actually, it was a below-average business area, because while food sales nationally increased 6% during the test period, they increased only 4.3% in the test area.

During this same period overall sales in the gum industry increased about 1%, and Wrigley sales increased somewhat more (the company does not release actual sales figures).

Following the tabulation of test results, Wrigley assigned Weiss & Geller to 14 additional test markets located in southern Wisconsin, central New York state, and continuing in eastern Pennsylvania.

■ Weiss & Geller's experience in the Wrigley case might be termed the first "field test" of some basic psychological work that the agency had been experimenting with for some time.

For nearly six years, Mr. Weiss and his agency have been working on what they term "a new approach to advertising and selling ideas."



Edward H. Weiss

This approach is based on a scientific understanding of human behavior and the utilization of the social sciences, namely psychology, psychiatry, psychoanalysis, sociology, anthropology

and ethnology. Boiled down, this new approach looks for the answer to one basic question: Why do people react as they do to certain stimuli?

■ Admen still use antiquated psychological approaches, failing to take advantage of the tremendous strides made in the social sciences during the past 25 years, Ed Weiss says.

During this quarter-century, marked improvements have been made in production methods, package design, product improvement, distribution methods, etc., but there has been no comparable improvement in the selling factor, as represented by advertising investment, Weiss & Geller contends. There has been a "cultural lag" between what advertising men are doing with ideas and what ideas are now available.

Starting in the '30s, agencies entered "the great era of quantitative research," according to Ed Weiss, "and we are still in it." Much of this "read most" and "sold most" type of research is still good, he adds, but a lot of it has led to the use of such devices as babies, dogs and beautiful women, instead of creative ideas, in order to gain attention and readership.

■ Ed Weiss started to indoctrinate the members of his agency in "the understanding of human beings

and what makes them tick" by means of weekly meetings. (Mr. Weiss is no stranger to the social sciences; in addition to being a director of the Institute for Psychoanalysis, he also is on the board of governors of the Menninger Foundation in Topeka and is a director of the Chicago Medical School.)

Every Friday morning Weiss & Geller's copy and art departments, all account executives, and anyone else that handles accounts, meet with a prominent social scientist. Some of these periods are devoted to questions and answers,

others are used to examine the agency's own advertising, as well as that of its competitors.

■ Here are some of the studies that the agency has undertaken which are being discussed at these weekly confabs:

1. The emotional factors of eating breakfast. Why so many people are not eating breakfast. Weiss & Geller is not interested in finding out why breakfast is good for you from a nutritional point of view, but what people's feelings are in connection with eating breakfast. For example, fig-

ures show that adolescents are the largest group not eating breakfast; Weiss & Geller has found that one reason for this is that children at this age are rebelling against parental authority.

■ 2. What are the emotional factors as far as cleanliness is concerned? What is this great need of the American public for super-cleanliness? In order to sell more soap, cleansing compounds, etc., Weiss & Geller feels that it must first find out why people want to be so clean, why they want to use so much soap.

3. In line with its work for the Wrigley company, the agency is currently doing a similar study on candy.

4. A study is in work on oral hygiene, dentures, hearing aids and other products designed for people who have some sort of disability.

5. What are the emotional factors as far as pain is concerned? How do people feel about pain? What appeals in advertising are important to those people who suffer from headache, stomach disorders, arthritis, rheumatism, etc.?

6. What are the emotional factors

**POINT-OF-SALE
SIGNS*
AND DISPLAYS**

**OHIO
ADVERTISING
DISPLAY-CO.**

110-124 West Pearl St.
CINCINNATI 2, OHIO

*Illuminated and non-illuminated types.

Serving manufacturers of brand-name products from coast to coast.

Representatives in principal cities

involved in drinking beer? How do they differ from factors affecting consumption of beverages with a greater alcoholic content, like wines and whiskies?

■ In addition to the successful application of this new understanding of human behavior to the Wrigley gum campaign, Weiss & Geller has used the same approach in a number of other widely diversified fields. Examples are:

Park Forest, Ill., housing development, where analysis revealed that totally different sales appeals motivated men as compared with

women when buying a home.

Mogen David wine, where it was discovered that people buy this product for certain entirely different reasons than other wines and liquors.

Luxite lingerie, where the woman's feeling of how she looks to herself in the lingerie, not to others, was determined to be a key factor in influencing choice and brand.

The agency is also engaged in additional intensive human motivation research work in connection with the products it handles for the Toni Co.

The findings resulting from its

studies of human behavior are not designed to be a hard-and-fast "bible," Ed Weiss points out. They are made available to the agency's creative staff as a stimulus or an aid, and it is up to the staff to decide how they can best be applied to a particular problem.

■ Mr. Weiss credits the great early "idea" men of advertising, like Theodore MacManus, O. E. Winters, Stirling Getchell and Claude Hopkins, with being "intuitively and truly creative, with a real feel for the unconscious and an understanding of human beings and hu-

man behavior.

"Claude Hopkins used to say that he could learn more by sitting with a farmer while he milked a cow, or riding around with a person who had just bought an automobile, learning about their reactions and how they felt about their respective products, than he could have learned had he interviewed 10,000 car owners or dairy farmers superficially," Mr. Weiss says.

As the agency business grew and became more competitive, the great creative men became saddled with the business and administra-

tive problems of their respective agencies, Mr. Weiss points out. As a result, there was a period when agency creative heads failed to train and develop new creative people to fill their shoes.

■ Even if the great idea men had not been forced to spend much of their time on the administrative instead of the creative side of the business, there still would not have been enough of the "greats" to go around in the burgeoning agency business, Mr. Weiss contends.

That's why he's so firmly convinced that today's adman must make use of every tool made available by the social sciences, so that he can better understand the behavior of the person he is trying so valiantly to win as a customer.

"Don't give 'em books on advertising," he says, referring to admen. "Give 'em books on human behavior!"

Hodges & Associates Moves

Ernest Hodges & Associates, San Francisco public relations organization, has moved to larger quarters at 130 Kearny St. Two members have been added to the staff: Harold R. Larson, recently with the American Institute of Accountants in New York, who will manage the office, and Elizabeth Tracy, formerly director of public information for Golden Gate College, who will handle p.r. of the college, now a Hodges account. Other new accounts: Instant Beverage Corp. and Valsweet Corp.

Star Mfg. Co. Names Roman

Star Mfg. Co., St. Louis, maker of commercial popcorn machines and restaurant equipment, has appointed Roman Advertising Co., St. Louis, to handle direct mail and trade publication advertising. Roman handled the account until 1950, since which time Oakleigh R. French & Associates has been the agency.

Empire Box Appoints Two

Robert C. Ewer, formerly New York sales manager of Container Corp. of America, has been named assistant sales manager of Empire Box Corp., Garfield, N. J. George B. Kamerer, formerly with Interstate Fold Box Co., has joined Empire's sales staff in New York.

Joins Indianapolis Papers

Howard S. (Howdy) Wilcox has been appointed promotion director of the Indianapolis Star and News. He formerly was executive director of the Indiana University Foundation.

Enlarges your sales!

To develop bigger sales on the West Coast you have to know the layout and dimensions of the vast Coast market.

The seven most important metropolitan areas on the Coast account for 65.6% of the Coast's retail sales. But an important 34.4% of Coast sales is made beyond metropolitan market boundaries.

The Columbia Pacific Network blankets both the metropolitan and the rural areas at the same time. Columbia Pacific's maximum-power stations in the big markets are carefully balanced with lower-power stations in the more compact markets.

Columbia Pacific has power where the people are, covering an area where 95% of the Coast's population is located... where 94.6% of the Coast's retail sales is made.

And Columbia Pacific has higher average ratings than any other regional network—proof positive that your sales message on Columbia Pacific consistently reaches the Coast's biggest audience.

To hypo your sales on the entire Pacific Coast—city, town and country—ask us or CBS Radio Spot Sales about program availabilities on Columbia Pacific.

COLUMBIA PACIFIC NETWORK

Represented by CBS Radio Spot Sales

Sources: Sales Management, May 1952

BMB 1949, CBS nighttime minimal estimates

Pacific NRI total day, January-June 1952

CRAZY ABOUT PICTURES

High school students love to snap pictures. Scholastic Magazines recognize this interest in photography through a well-rounded editorial and promotion program.

Most spectacular part of it is the Scholastic-Anseo Photography Awards. Each year the program gets bigger. In the 1951-52 school year high school students submitted more than 21,000 entries. The best of these are exhibited each year at the East River Savings Bank, Rockefeller Center, N. Y.

Another part of our program is an editorial feature called "Camera Angles," and a promotion campaign to help students start camera clubs. It all helps to build an excellent medium for photography advertising to our more than one million subscribers.

SCHOLASTIC MAGAZINES

351 Fourth Avenue
New York 10, N. Y.

Americans Have Matured Greatly in Past Ten Years, Turck Writes

NEW YORK, Sept. 18—Now the think boys are with it. That is, they understand that an explosion—spiritual, cultural and economic—has occurred in the last decade.

Writing in *Scientific Monthly*, the magazine of the American Assn. for the Advancement of Science, Fenton B. Turck, a consulting engineer (Turck, Hill & Co. New York), remarks that the last decade represents an "extraordinary period of human history" and compares it with the golden age of Pericles.

But Mr. Turck's statistics, however startling to scientists, can hardly jar the devout student of Arno Johnson, who apparently rounded into the backstretch at about the same time the rest of the entries were nosing into the starting gate.

Mr. Turck does mention a cultural expansion (e.g., more bucks spent in '51 for longhair music concerts than baseball, and 96% more dollars for books in '51 than in 1941) but this will hardly upset spacebuyers who listened raptly to the siren song of J. R. Cominsky, of *The Saturday Review*, who has been peddling precisely that pitch for several years now, or the sales staffs of *The Atlantic Monthly* or *Harper's Magazine*, both of whom have warned that the image of the public dragging its knuckles along the deck was obsolete, if indeed it ever existed.

Mr. Turck notes, besides the fact that Americans spent more money to see performances of music than Musial, that:

1. For the first time in history more (54%) American consumers own their homes than rent.
2. That they increased their annual use of electric energy more between 1940 and 1950 than they did in the entire previous time electric power has been installed in America.
3. 141,000,000 people moved in the decade which began in 1940 from farms to industrial centers, from one house to another.
4. In 1947, some 38% more factories employed 52% more workers, turning out a dollar volume of goods three times that of 1938.
5. The average American's real purchasing power was 53% greater in 1950 than in 1940.
6. Food costs the breadwinner less than half the percentage of his wage that he spent for it in 1900.
7. Attendance at concerts of serious music jumped 88% between 1941 and 1951.

He cites plenty of other evidence. Like the fact that 45% more Americans graduated from colleges in 1948 than in 1940, or the fact that children are 2" to 3" taller, on the average, than they were 50 years ago, a product of

improved average diet.

"Only the nagging threats of war, and preoccupation with daily headlines, could have kept so many Americans from realizing what has happened," Mr. Turck writes, and he adds, "The picture of the average American as a highway-happy worshipper of a shiny new automobile is sadly out of date; Americans are still buying motor cars, but only at a modest 10% greater rate than a decade ago. The figures begin to sketch a picture of a book-reading, garden-tilling, sports-loving American, who likes music and takes time for hobbies."

The rise of fashion magazines is hailed by Mr. Turck, who finds fashionable apparel no longer confined to *Vogue* and *Harper's Ba-*

zeer, but with the help of *Mademoiselle*, *Glamour*, *Charm* "and the like" now extended to almost any budget.

Mr. Turck warns that the pat explanation, "People have more money," won't answer the puzzle of how to sell a new America. Companies which proceed on that basis run the risk of turning out large numbers of "September Morn" for a public that has learned to prefer Van Gogh... or of grinding out ten-year-old-mind movies for an America that has matured.

"Every American business serving the consumer must reckon with this new American—and the explosion he made happen," Mr. Turck sums up.

Coronet Enters TV Field

Coronet, Chicago, will "enter the rapidly expanding television film field." The magazine's staff is studying "viewers' preferences, the local advertisers' budgets and the local station format," and results of the study "will determine the direction Coronet Television will



INTRODUCTORY—D. L. Clark Co., Pittsburgh, is introducing its new six-bar package shown here by sending out sample packs to 12,000 distributors. The overwrap is roto-printed cellophane produced by Milprint Inc.

pursue in the release of short-subject films and production plans for all future subjects."

Four New Accounts to Jenkins

Ray C. Jenkins Advertising Agency has been appointed to handle advertising and public relations of four firms during the past month. They are: Power Sander Inc., St. Paul, automotive accessory manufacturer; Valley Industries, St. Paul, manufacturer of automatic vending machines; Western Steel Manufacturing Co., Huron, S. D., automotive and farm accessories, and Minneapolis Assn. of Credit Men, wholesale credit group.

Hutchinson Leaves WBIG

Gilbert M. Hutchinson, for 14 years president of the North Carolina Broadcasting Co. and general manager and director of WBIG, Greensboro, N. C., has resigned, effective Oct. 1. He has not announced his plans for the future.

Names Ramsey Advertising

Grain Processing Co., Muscatine, Ia., maker of grain processing machinery, has appointed Ramsey Advertising Co., Davenport, Ia., to handle its advertising.

WHAT'S ON THEIR MINDS?

You're never in doubt with these 3½-million families!

Yot know these readers have BUY on their minds—Unlike those who read other multimillion circulation magazines.

For of the three biggest man-woman magazines, BH&G is the *only* one that devotes every page, picture and paragraph to things to try, things to BUY.

This editorial screening naturally attracts nothing but BUY-minded readers—a full 3½-million families of them. In fact, the husbands and wives who read BH&G literally shop their way through it. Isn't this where your advertising counts most—with millions of buyers like these?



BH&G BUYOLOGICAL BRIEFS

More advertising dollars per issue were spent in BH&G than in any other magazine. (1st six months 1952.)

More dollars of advertising, more lines of advertising and more pages of advertising were placed in BH&G than in any other major monthly magazine. (1st six months of 1952.)

The most advertising dollars ever spent in a single issue of any magazine ever published were spent in the April, 1952 issue of BH&G. (And still true as this ad goes to press.)

MEEDITH PUBLISHING COMPANY, Des Moines, Iowa

how to sell the commercial artist

TELL him... in this best-selling art magazine. AMERICAN ARTIST magazine reaches more than 250,000 readers—a \$40,000,000 class market—every month. AMERICAN ARTIST has been a favorite with commercial artists for 14 years. AMERICAN ARTIST has the largest art magazine circulation.

Write or phone for sample copy and details.

american artist

24 W. 40 St., N. Y., N. Y. • CN 4-3876

Serving more than 3½-million families screened for the

BUY ON THEIR MINDS!

Scotchlite Emblems Pushed by 3M Firm

St. Paul, Sept. 16—Minnesota Mining & Mfg. Co. is now offering its Scotchlite reflective sheeting for use as trademark emblems.

The 3M company has launched a business paper campaign which features the day and night visibility of the sheeting. Copy points out that Scotchlite has given 24-hour visibility to highway advertising and "will double the sell of your trademark emblems, too."

Color pages placed by Batten, Barton, Durstine & Osborn, Minneapolis, will run throughout the fall in *ADVERTISING AGE*, *Business Week* and *Signs of the Times*.

The 3M company, maker of the "Scotch" tapes, will claim that its new sheeting is more durable—and easier to apply—than decals. The advantages claimed for Scotchlite are (1) a pressure-sensitive adhesive backing, (2) a glossy surface which makes processing possible by letterpress and offset printing methods, and (3) "wide-

angle" reflection which assures readership from almost any angle and makes the sheeting easy to apply on curved surfaces.

In addition to the business paper ads, the campaign includes mailings to companies which are potential customers. These mailings will be made by the 3M company and by the 200 silk screen, decal and printing houses which are now equipped to process emblems from the reflective sheeting.

R. J. Haxton, sales manager for "Scotchlite" sales to commercial markets, said the 3M company is offering these processing dealers a certain amount of free sales aids, with additional items available on a cooperative basis. He also said that shop personnel from these plants can get free instruction courses at the 3M plant in St. Paul.

Dealers participating in the campaign also will be offered free listing service opposite ads which appear in *ADVERTISING AGE*.



CAMPAIGN DIRECTORS—Directing the Minnesota Mining & Mfg. Co. new drive for reflectorized emblems are (from left) R. J. Haxton, G. W. Dandell and D. Van Pinkerton—sales, advertising and merchandising managers for the company's reflective products division. The 3M company has launched a business paper campaign featuring the day and night visibility of the reflective sheeting.

Tag Manufacturers Start a New Pitch for Patched Tags

New York, Sept. 17—An advertising and promotional campaign to acquaint American industry with the uses of the patched tag as an effective device for production control will be launched early next month by the Tag Manufacturers Institute.

The campaign is designed to point up the uses of the patched tag—a tag which has been reinforced with fibre or paper washers on both sides of the stringing hole—as an important device in obtaining greater efficiency on the production line in plant and factory. Abbott Kimball Co. is the agency.

A 1,000-line kickoff ad of the editorial variety has been scheduled for the *Wall Street Journal* as well as insertions in *Business Week* and *Modern Industry*.

The ad will have the headline, "Do these 'hidden gaps' handcuff management in your company?" and will suggest that, "Under today's tax and profit squeeze on the one hand, and rising materials and labor costs on the other, management's ability to show a profit consists largely of eliminating internal losses, in order to protect the gains. This is the first public announcement of a 'stop-loss' procedure, available to any company management, which can vastly improve operational efficiency."

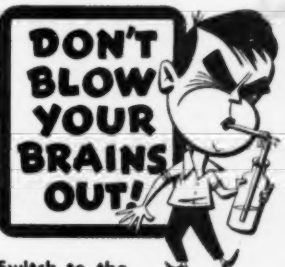
A merchandising campaign will break concurrent with the advertising. The entire campaign is the first promotional effort for the production control tag.

Kaywoodie Offers \$1,000

Kaywoodie Co., New York, has taken a page in the September *National Sculpture Review* to announce a national sculpture competition designed to encourage new designs for tobacco pipes. First prize will be \$1,000. Grey Advertising is the Kaywoodie agency.

Critchfield Elects Willcox

Leon G. Willcox has been elected a v.p. of Critchfield & Co., Chicago agency. He came to the agency five years ago after working with McGraw-Hill Publishing Co. and Chilton Co. He will direct an expanded industrial advertising department.



Switch to the **EASIEST** of all fixatifs to use



KRYLON®
Acrylic
Spray
Just press
a button—
spray it on!

Krylon covers faster and better than old-fashioned fixatifs. But Krylon does more than fix. It adds sparkle and luster to layouts, charcoals, photographs and retouchings, charts, repro proofs. It goes on clear and stays clear! Easily removed with eraser to permit corrections. Dries in three minutes. Get it at art supply stores. Krylon, Inc., 2601 N. Broad St., Phila. 32, Pa.

Phenomenal 25-Week Drive Pays Off for Brooklyn Union Gas Conversion

BROOKLYN, N. Y., Sept. 16—Brooklyn Union Gas Co. thinks it has just completed one of the most successful campaigns in the history of advertising.

Most advertising drives are rated successful if they get the desired response from a small per cent of the people the ads are directed at. Brooklyn Union has had a much tougher problem.

The campaign was aimed at 3,000,000 people in nearly 1,000,000 homes, stores, factories and plants in this area. Not only did the ads have to reach these residents in their homes and business places, but it also had to coax them to take specific action at a specific time.

Brooklyn, in tallying the score of results, found that more than 96% of these people did exactly what they were asked. The score is admittedly phenomenal.

Brooklyn Union, working with N. W. Ayer & Son, began the drive because it was faced with the

district. The average district comprised more than 18,000 homes.

The campaign to win friendly cooperation began in January with publication of a newspaper advertisement to tell the people what was to take place and why. This was followed up by a 1,000-line ad during the week of Feb. 18 in daily and weekly newspapers. During the same month, Brooklyn Union sent a booklet to all customers describing the program and explaining how to use equipment during the conversion.

A map showing the conversion districts and schedule of dates went with the booklet. Later on, a three-fold broadside was mailed to each home and place of business as a reminder a week before conversion

time. A doorknob tag showing the actual date was used a day or two before conversion began in each district.

Main part of the job of getting people to stay home on the right days was assigned to newspaper advertising. A week before the crews went to work, 800-line and 1,000-line ads were published. Each ad carried detailed maps of the districts to be visited and the dates when people were asked to stay at home between 7 a.m. and 10 a.m. Maps proved so accurate that conversion crews used reprints.

At one time or another during the campaign all New York metropolitan dailies, 25 small dailies and weeklies and 10 foreign language newspapers carried ads. Radio spots were given on six foreign language stations, and TV commercials were broadcast twice weekly over WJZ-TV on the company's "Domestically Yours" program. Outdoor, truck posters and floor and window displays helped sup-

port the campaign.

The problem of summer vacations also was solved by boxes in the ads carrying such headlines as "Have a Good Vacation But..." Copy urged vacationers to leave keys with neighbors or to mail or bring keys to Brooklyn Union offices. The company installed 30 new telephone boards to handle inquiries. During the conversion period about 1,000,000 calls were answered.

Conversion crews started work by March 6. By June, the work was going so well that the company decided to step up the schedule. New maps were mailed to all unconverted customers. Ads alerted customers to the advanced dates, utilizing such headlines as, "Live Here? Check Your Conversion Date!" On Aug. 27 the job was finished, seven days ahead of the original schedule.

Marking completion of the work, Brooklyn Union published a final ad, featuring a cartoon of a smiling

service man and the headline: "You're just wonderful...you good neighbors of Brooklyn and Queens."

Digs for Sales Ammunition in Government Data Files

Washington Commercial Co., 1200 15th St., NW, Washington, D. C., has organized a research service for advertising agencies, which is designed to develop sales promotional material, new uses and new copy slants by scouring government research data.

Government scientific activity, the organization says, ranges over the entire merchandise field, and frequently it is possible to discover classified material which is extremely useful in developing new appeals for products.

Rice Names New Agency

William S. Rice Inc., Adams, N.Y., maker of surgical corsets and trusses, has appointed Hanford & Greenfield, Rochester, to direct all advertising. Newspapers will absorb the major portion of the budget.



96% SUCCESSFUL—That's what Brooklyn Union Gas Co. claims for an ad drive to convert homes and business to gas. This is the final ad.

The Brooklyn Union Gas Company

96% SUCCESSFUL—That's what Brooklyn Union Gas Co. claims for an ad drive to convert homes and business to gas. This is the final ad.

world's largest conversion to natural gas. Some 2,000,000 appliances in the area had to be adjusted. A crew of 3,000 experts from Conversions & Surveys Inc. was lined up to do the job. It could be done efficiently only if an exact time-table was prepared, and if people stayed home on the days called for to let the crews in.

A big preliminary step was dividing the Brooklyn area into 58 conversion districts. Then a 25-week schedule was worked out with three days allotted to each

\$15 BILLION TREASURE HUNT NOW UNDER WAY!

STAKE YOUR CLAIM IN THE NEGRO MARKET

Strike it rich! A little digging with the right tool will pay off big in sales and profits—and the right tool to use in the vast Negro market is their own Race publications, the newspapers and magazines they welcome into their homes. No one can afford to overlook a market of 15 million people spending \$15 billion a year on every conceivable type of merchandise—especially when a large portion of this market can be claimed at little effort and cost. Negroes are intensely loyal to their own publications; they'll respond to sales messages they see there; so be sure your message reaches this \$15 billion market—and reaches it the best way! For full details write Interstate United Newspapers, 543 Fifth Ave., N. Y., serving America's leading advertisers for over a decade.

ONE EXAMPLE: for a publication that reaches the cream of the rich market, you can't beat the New Courier—read by 1,500,000 Negroes in 42 states each week. Value centers, magazine sections, and news section help make it America's most complete weekly newspaper. Tell the Negro—you'll sell the Negro! Ask now!

Don't Miss It! Final 1952 COSMO-QUIZ for Last Chance to Win a NEW ...A DELUXE BERMUDA VACATION FOR 2, or

1st GRAND PRIZE



(Illustration Shows 1952 Model)

1953 CADILLAC CONVERTIBLE WITH POWER STEERING

2nd GRAND PRIZE

Two-week Bermuda Vacation for 2—Luxurious cabin on Furness Line's *Queen of Bermuda*, New York to Hamilton and return; 9 days, with meals, at palatial *Princess Hotel*; private car and driver for sight-seeing.

3rd GRAND PRIZE

Admiral TV-Radio-Phonograph Combination—Exquisite cabinet in Blonde or Mahogany finish. 21" TV Screen; Built-in Roto-Scope Antenna; Dynamagic Radio; Triple-play Automatic Phonograph; Generous space for record albums.



JUST ANSWER THESE 15 QUESTIONS FROM OCT. COSMOPOLITAN...

Page numbers in italics tell you where in *Cosmopolitan* you'll find the beginning of the feature on which the question is based.

- Pg. 96.* Mr. Ziblich's nephew was:
 - drunk and disorderly
 - fresh out of law school
 - due for a raise
 - twelve and a terror
- Pg. 64.* Red's room in the hospital was number:
 - 172
 - 212
 - 513
 - 608
- Pg. 30.* Father Frederick J. Becka, missionary caught in Red China, called one of his Communist interrogators:
 - "the Sphinx"
 - "Litter Buttercup"
 - "Charlie McCarthy"
 - "Old Poker Face"
- Pg. 90.* For divorce seekers, the plane cost to the Virgin Islands, compared to Reno, is:
 - \$50 more
 - \$30 less
 - about the same
 - \$80 more

- Pg. 59.* The late Charley Michelson was dubbed:
 - "the Great Mouthpiece"
 - "the greatest silent orator in America"
 - "the Prince of Pilsen"
 - "the mystery man of Myopia"
- Pg. 118.* Young Bill Lyons, age six, speaks perfect:
 - Swedish, Swahili and Spanish
 - English, Arabic and Esperanto
 - Pidgin English, Brooklynes and baby talk
 - French, Portuguese and English
- Pg. 52.* Harvey Seaton started a fire with:
 - a cigarette lighter
 - a burning glass
 - an Indian fire drill
 - a safety match

- Pg. 46.* According to ancient usage the Lord Great Chamberlain of England has the right, on Coronation Day, to:
 - carry Queen Elizabeth over the threshold of Westminster Abbey
 - tell her whether her slip is showing
 - help her to dress
 - challenge her right to rule
- Pg. 125.* Sitting in Detective Fred Nelson's office, Peggy Castle felt like a:
 - tightrope walker
 - sleepwalker
 - jaywalker
 - floorwalker
- Pg. 68.* About the only place people don't wear Capozios is:
 - in bed
 - at the opera
 - in the tub
 - on the street
- Pg. 39.* Maria always reminded Margie of:
 - Pa's birthday
 - a rabbit
 - the boy back home
 - a plucked chicken
- Pg. 44.* Anita Colby, the original "cover girl", never married because she:
 - never meets any men
 - swore she wouldn't
 - doesn't like men
 - has been moving too fast
- Pg. 106.* Billy Daniels is known as:
 - a "double voice" crooner
 - a "barrel-house" baritone
 - an "action" singer
 - a "scat" tenor
- Pg. 74.* One day Benjamin Kell breakfasted on:
 - whisky
 - waffles and honey
 - fried buffalo liver
 - beer and bananas
- Pg. 100.* Helen Hickman spent her wedding night:
 - in jail
 - in an inn
 - in tears
 - in a cave

Give Packages Top Billing in All Ads, Says Designer Berni

NEW YORK, Sept. 16—Self-service selling demands the package get top billing in all advertising, Alan Berni, president of Alan Berni & Associates, told a business press conference last week.

Mr. Berni, who is a founding member and treasurer of Package Designers' Council, and merchandising consultant to a number of companies, believes the package must assume an ever increasing important role.

The growing trend in shopping habits, he says, demands that the package receive top billing in newspapers, magazines, and on posters, television and radio.

Multiple sales packages, he believes, can inspire customers to buy several items in one shopping operation. They can combine com-



HOW TO BEAT TELEVISION—Ohio Advertising Agency produced this display piece for its client, Myers Meat Co., Cleveland wholesaler. The idea got enthusiastic acceptance from the Cleveland Motion Picture Exhibitors League and the Northeastern Ohio Restaurant Assn.

selling counter and shelf displays, and conserve space for the dealer. They are economical for the manufacturer, in that one wrapup can serve several items, and they spur bigger unit sales.

Multiple sales packages have to be versatile, Mr. Berni says. "They must be superb eye-catchers and at the same time sell the shopper

on the convenience, satisfaction and economy that comes of 'complete set' buying."

Walsh Joins Paper-Mate

Thomas J. Walsh, associated with Lever Bros. Co. in an executive capacity for the past 20 years, has joined the Paper-Mate Pen Co. as executive v.p. of Paper-Mate Eastern Co., New York.

Coming Conventions

- *Indicates first listing in this column.
- Sept. 28-30. Advertising Federation of America, District 10, Mayo Hotel, Tulsa.
- Sept. 29-Oct. 1. Assn. of National Advertisers, fall meeting, Hotel Plaza, New York.
- Sept. 28-Oct. 1. Life Insurance Advertisers Assn., annual meeting, Sheraton-Mount Royal Hotel, Montreal, Can.
- Oct. 2-4. Advertising Typographers Assn. of America, 26th annual meeting, Grover Park Inn, Asheville, N. C.
- Oct. 3-4. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.
- Oct. 4-7. Mail Advertising Service Assn., International, annual convention, Shoreham Hotel, Washington, D. C.
- Oct. 5-9. Advertising Specialty National Assn., annual convention and specialty fair, Palmer Hotel, Chicago.
- Oct. 8-10. Direct Mail Advertising Assn., 25th annual conference, Shoreham Hotel, Washington, D. C.
- Oct. 8. Magazine Publishers Assn., one-day meeting, Westchester Country Club, Rye, N. Y.
- Oct. 10-11. Oregon Newspaper Pub-

- lishers Assn. Admanagers, fall meeting, Heathman Hotel, Portland, Ore.
- *Oct. 10-12. Midwest Intercity Conference of Women's Advertising Clubs, Morton House, Grand Rapids, Mich.
- Oct. 11-13. Women's Advertising Clubs, annual Midwest Intercity Conference, Hotel Morton, Grand Rapids.
- Oct. 12-15. Pacific Council, American Assn. of Advertising Agencies, annual convention, Arrowhead Springs Hotel, San Bernardino, Cal.
- Oct. 13-14. Inland Daily Press Assn., annual meeting, Congress Hotel, Chicago.
- Oct. 13-16. Printing Industry of America, 66th annual convention, Chase Hotel, St. Louis.
- Oct. 16-19. Continental Advertising Agency Network, convention, Los Angeles.
- Oct. 19-22. Western Classified Advertising Assn., Mission Inn, Riverside, Cal.
- Oct. 20-21. Advertising Federation of America, District 5, Ft. Hayes Hotel, Columbus, O.
- Oct. 20-21. Agricultural Publishers Assn., annual meeting, Chicago Athletic Club, Chicago.
- Oct. 20-21. Boston Conference on Distribution, Hotel Statler, Boston.
- Oct. 20-23. Financial Public Relations Assn., annual convention, Hotel del Coronado, Coronado, Cal.
- Oct. 25-29. Screen Process Printing Assn., International, 4th annual convention and exposition, Hotel Sherman, Chicago.
- Nov. 5-8. National Assn. of Photo-Lithographers, 4th annual convention and exposition, Hotel New Yorker, New York.
- Nov. 16-18. National Newspaper Promotion Assn., central region meeting, Deshler-Wallick Hotel, Columbus, O.
- Nov. 20-22. Southern Newspaper Publishers Assn., annual convention, The Greenbrier, White Sulphur Springs, W. Va.
- Dec. 7-11. Outdoor Advertising Assn. of America, 55th annual convention, Conrad Hilton Hotel, Chicago.
- Dec. 27-29. American Marketing Assn., conference, Palmer House, Chicago.
- Feb. 5, 1953. Associated Business Publications annual Midwest Clinics, Dyake Hotel, Chicago.
- *Feb. 9-11, 1953. American Management Assn., marketing conference, Hotel Statler, New York.
- Feb. 25, 1953. Associated Business Publications, annual Eastern Clinics, Roosevelt Hotel, New York.
- *April 20-23, 1953. American Management Assn., packaging conference and exposition, Navy Pier, Chicago.
- April 30-May 3, 1953. Associated Business Publications, annual Spring Conference, Hot Springs, Va.

EMPLOYEES OF NATIONAL ADVERTISERS and THEIR AGENCIES CADILLAC CONVERTIBLE

...A SUPER-POWER ADMIRAL TV-RADIO-PHONO COMBINATION!

plus one of these

303 MONTHLY PRIZES

1st MONTHLY PRIZE

Complete home movie outfit—Revere 8 MM camera and silent projector, plus Radiant 40" x 40" screen and tripod.*

*Or your choice of equivalent merchandise values from Belnap & Thompson prize book.

2nd MONTHLY PRIZE

Two-piece matched set of Platt Guardsman (for him) or Aress Drum Series (for her) top-grain cowhide luggage.*

3rd MONTHLY PRIZE

Zenith 3-speed table radio-phonograph.*

and 300 RUNNER-UP PRIZES

YOU'RE ELIGIBLE! SO'S YOUR FAMILY!

... if you work for a National Advertiser or an accredited Advertising Agency with national accounts.

HERE'S ALL YOU HAVE TO DO ... It's EASY! It's FUN!

1. Cross out on coupon below one letter—A, B, C or D—corresponding to the one correct answer to each question.
2. Complete the statement "I like the 'new', streamlined Cosmopolitan because..." in 25 additional words, or less.
3. Write in BOTH your name and the name of contestant whose business connection makes you eligible, if you are competing as a relative of an eligible person.
4. Mail this coupon on or before midnight, October 31.

Here Are The Contest Rules!

1. Each of this series of three monthly contests is open to anyone employed by a national advertiser (any advertiser using consumer media with representative circulation or coverage in 5 or more cities in different states), or by an accredited advertising agency with national accounts. Also eligible are husband, wife or children of any person so employed. The following are ineligible: employees of Cosmopolitan, its agency or its contest-judging organization—also employees of other Hearst enterprises.
2. Coupon in this ad constitutes the only official "Cosmo-Quiz" entry blank. To enter contest, check on coupon correct answer to each quiz question. Then complete in 25 additional words, or less, the statement "I like the 'new', streamlined Cosmopolitan because..." Mail your filled-out coupon to Cosmopolitan, P. O. Box 1707, Grand Central Station, New York 17, N. Y.
3. Entries for each month's contest must be postmarked no later than midnight on the last day of the month of the issue of Cosmopolitan on which each quiz is based. Monthly prize winners will be notified within 30 days following closing dates of each contest. Grand Prize winners will be notified within 45 days after closing date of final monthly contest, October 31, 1952.
4. Individual contestants will be limited to one entry in each monthly contest. All entries must be the original work of the contestants.
5. A 1st, 2nd and 3rd prize, and 300 runner-up prizes will be awarded each month on the basis of correct answers to quiz questions, plus the neatness, originality, interest and aptness of thought expressed in the 25 words in which the contestant completes the coupon statement. In case of ties duplicate prizes will be awarded.
6. Winners of the three top prizes in each monthly contest will be eligible for Grand Prize awards on the basis of their winning monthly entries.
7. Entries in each monthly Quiz will be judged by the Contest Division of Richard Manville Research. Grand Prize winners will be judged by a committee of three prominent advertising executives serving as volunteer judges. The decision of the judges in all matters pertaining to this contest, including eligibility to compete, judging of entries, and awarding of prizes, shall be final and conclusive.
8. This contest is subject to all Federal and local regulations. Entries become the property of Cosmopolitan and none will be returned. After Grand Prize awards have been announced, lists of monthly winners will be mailed to entrants sending in 25¢ in coin or stamps.

9. Each contestant consents and agrees that neither the Hearst Corporation, nor the Contest Division of Richard Manville Research, nor any of their respective employees, will incur any legal liability for any negligence, error, act, or failure to act in the sponsoring or conducting of this contest or the handling, or judging, of any contestant's entry.

HERE'S YOUR OFFICIAL ENTRY BLANK

To: Cosmopolitan,
P. O. Box 1707, Grand Central Station, New York 17, N. Y.

Here are my "Cosmo-Quiz" answers and statement for October:

- | | | | |
|------------|------------|-------------|-------------|
| 1. A B C D | 5. A B C D | 9. A B C D | 13. A B C D |
| 2. A B C D | 6. A B C D | 10. A B C D | 14. A B C D |
| 3. A B C D | 7. A B C D | 11. A B C D | 15. A B C D |
| 4. A B C D | 8. A B C D | 12. A B C D | |

I like the "new", streamlined Cosmopolitan because _____ (Print, please)

Name of Contestant _____ (Print, please)

Your Home Address _____

City _____ State _____

Your Relationship to Eligible Person _____

Name of Person Making you Eligible _____ (Print, please)

His Firm _____ His Title _____

His Business Address _____

City _____ State _____ A

CHARLES BRIDGES, were we first in everything?

The truth must be told! Last year, Mr. Bridges, you advertised Libby Baby Foods, Libby Frozen Foods, and Libby Vegetables in Cincinnati dailies. The Times-Star carried close to 55% of your daily Cincinnati lineage—which is certainly grand. But were we ahead in all four groups? We were not! Matter of fact, we received four fewer lines of Libby Frozen Vegetables advertising. That will bear some looking into!



WANTED—Throughout Latin America

Cantinflas, Mexico's great comedian, is in popular demand throughout Latin America. His sad eyes and mobile mouth entertain millions of people.

And with its first issue in January, the new Spanish-language edition of LIFE will also be in popular demand throughout Latin America. Its expressive pictures and incisive prose will entertain and inform over a million Spanish-reading people, including Cantinflas.

In Mexico alone, advance subscriptions and newsstand orders are now more than four times the original circulation estimate.

Specially edited in Spanish, this new magazine will

be a prestige showcase for advertising from the top of Mexico to the tip of Chile.

Like LIFE INTERNATIONAL's world-wide English-language edition, it will have top-of-the-market circulation, extra readership, quality printing, fine color reproduction, and large page size.

For further facts, including attractive new combination rates for both the Spanish and English editions, please write us at Time-Life Building, 9 Rockefeller Plaza, New York 20, New York.

Only LIFE INTERNATIONAL has such picture impact

LIFE
INTERNATIONAL



SPANISH AND ENGLISH EDITIONS

August Advertising Pages and Linage in National Magazines

Official Figures as Compiled by Publishers Information Bureau

Publications with an * report directly to ADVERTISING AGE

	Pages				Lines			
	Aug. 1952	Aug. 1951	Jan.-Aug. 1952	Jan.-Aug. 1951	Aug. 1952	Aug. 1951	Jan.-Aug. 1952	Jan.-Aug. 1951
Weeklies, Bi-Weeklies, Semi-Monthlies								
*Capper's Weekly	3.2	3.0	34.8	38.7	7,113	6,789	78,224	86,643
*Christian Advocate	11.3	16.2	171.7	175.3	6,859	6,717	71,092	72,519
*Collier's	106.8	100.6	994.6	1,048.0	72,582	68,538	676,116	712,406
*Cue	73.6	59.0	614.3	659.2	31,533	25,291	219,962	282,692
*Grit	10.6	13.3	115.3	123.2	11,068	14,005	120,967	129,377
*Life	270.0	246.8	2,357.3	2,502.1	150,876	167,744	1,602,575	1,700,653
*Look	90.5	98.9	900.4	1,019.0	63,537	67,241	612,077	692,758
*New Yorker	201.5	171.5	2,216.2	2,028.8	86,349	75,531	949,737	870,158
*Newsweek	189.6	197.5	1,969.7	1,865.6	79,564	82,362	826,382	783,589
*Pathfinder	31.9	39.9	333.9	326.7	13,400	16,747	140,238	137,149
*Presbyterian Life	8.0	6.5	101.0	94.3	3,342	2,707	42,470	39,590
*Quick	23.0	27.0	265.0	218.0	11,800	12,400	120,000	120,000
*Saturday Evening Post	241.1	258.2	2,765.7	2,749.7	163,856	175,454	1,839,200	1,868,889
*Saturday Review	44.0	31.0	443.5	387.0	18,493	13,144	186,233	165,582
*Sporting News	21.0	26.3	227.5	218.4	22,814	28,560	246,764	237,071
*Time	201.7	252.0	2,275.9	2,418.7	84,684	105,773	959,582	1,015,382
U. S. News & World Report	177.9	128.5	1,451.0	1,015.2	74,673	54,000	609,066	426,145
Total Group	1,454.8	1,649.2	16,912.8	16,669.9	886,543	908,601	9,176,685	9,220,603

*Five issues in August 1952; four issues in August 1951. †Four issues in August 1952; five issues in August 1951. ‡Not included in totals. §Only full-page units accepted.

	Pages				Lines			
	Aug. 1952	Aug. 1951	Jan.-Aug. 1952	Jan.-Aug. 1951	Aug. 1952	Aug. 1951	Jan.-Aug. 1952	Jan.-Aug. 1951
Women's								
*American Family	16.9	6.8	124.3	66.6	7,234	2,916	53,312	28,445
*Better Living	35.2	21.4	250.9	102.9	15,341	9,263	124,535	44,038
*Everywoman	35.1	27.6	311.2	200.6	15,075	11,848	133,437	85,994
*Family Circle	53.0	46.8	496.6	425.3	22,749	20,068	212,870	183,996
*Good Housekeeping	96.8	95.2	939.2	1,059.9	41,417	40,797	402,090	451,980
*Holland's Magazine	9.0	10.0	143.1	147.7	4,241	4,292	61,751	63,402
*Household	32.5	29.5	324.4	293.2	12,945	12,494	134,356	120,482
*Ladies' Home Journal	60.6	71.1	704.0	859.1	41,179	48,337	478,633	584,024
*McCall's Magazine	44.4	66.3	530.4	553.0	30,213	45,072	360,567	375,960
*Parents' Magazine	35.6	36.0	464.1	460.1	23,816	24,024	198,802	197,164
*Seventeen	199.3	206.8	812.2	817.3	135,516	140,568	552,257	555,690
*Today's Woman	37.0	44.1	401.2	471.5	15,877	18,904	172,025	202,131
*Western Family	31.4	28.5	294.9	295.5	13,473	12,203	126,200	126,838
*Southwest Edition	28.1	23.7	239.7	216.6	12,064	10,210	102,410	111,491
*Mountain Edition	28.5	27.1	258.5	259.9	12,219	11,631	110,813	111,949
*No. Calif. Edition	30.1	27.9	255.2	284.6	12,924	11,961	112,735	122,146
*Northwest Edition	32.1	29.5	264.4	293.2	12,945	11,800	120,482	120,482
*Woman's Day	52.1	48.8	546.2	501.5	22,318	20,888	233,882	214,835
*Woman's Home Companion	43.2	61.0	498.6	600.8	29,338	41,487	339,000	408,451
Total Group	801.8	819.6	6,885.0	6,900.9	431,350	453,081	5,589,976	5,668,225

*Started publication in May 1951. †See note at end of lineage tabulation. ‡Started publication in September 1951. †Not included in totals.

	Pages				Lines			
	Aug. 1952	Aug. 1951	Jan.-Aug. 1952	Jan.-Aug. 1951	Aug. 1952	Aug. 1951	Jan.-Aug. 1952	Jan.-Aug. 1951
General								
*American Forester	13.1	11.5	116.5	115.7	5,502	4,830	48,972	48,636
*American Legion	15.5	12.9	140.3	117.9	6,532	5,415	59,003	49,576
*American Magazine	17.7	20.8	215.0	231.5	7,447	8,750	90,264	97,224
*Argosy	9.8	14.0	145.1	149.3	4,194	6,032	62,301	64,135
*Atlantic	16.6	12.2	183.4	140.2	6,979	5,110	76,968	58,833
*Christian Herald	32.5	30.8	324.4	293.2	12,945	12,494	134,356	120,482
*Columbia	3.7	3.2	44.6	39.5	2,546	2,156	30,328	25,899
*Coronet	13.0	17.0	106.0	158.0	2,366	3,094	19,292	28,756
*Cosmopolitan	26.3	33.2	282.9	320.6	11,261	14,207	121,176	137,402
*Eagle Magazine	6.5	5.1	48.4	43.8	2,715	2,345	20,310	18,398
*Ebony	47.3	49.3	492.3	496.3	32,135	32,490	297,408	293,370
*Elks Magazine	7.2	6.3	79.8	70.6	3,100	2,720	34,394	30,342
*Esquire	25.7	33.4	424.7	475.7	17,443	22,723	288,783	323,640
*Extension	16.3	15.6	151.8	166.0	11,253	10,786	104,373	114,241
*Gourmet	13.9	20.5	174.6	231.2	5,946	8,791	74,659	99,053
*Herald Magazine	13.2	12.8	159.6	165.7	5,648	5,470	68,317	68,317
*Holiday	35.1	33.9	513.1	494.0	23,872	23,038	348,686	335,703
*Motor Boating	64.4	61.3	715.9	658.4	37,864	36,015	419,722	387,163
*National Geographic	25.1	21.5	309.0	289.1	5,964	5,119	73,479	68,757
*Our World	25.3	23.1	224.8	197.3	15,711	15,297	133,922	122,744
*Promenade	13.4	12.8	159.6	165.7	5,648	5,470	68,317	71,081
*Redbook Magazine	17.5	23.1	162.1	185.0	7,502	9,898	69,509	79,338
*Rotarian	6.8	5.4	72.9	53.7	2,857	3,020	30,626	23,020
*See-See	12.4	10.4	46.8	46.0	8,353	7,002	31,429	30,908
*Sport	9.1	7.8	57.4	64.9	3,908	3,253	24,660	27,876
*Town & Country	75.0	85.0	511.9	502.8	34,279	34,317	333,140	333,140
*True	19.1	15.9	237.9	228.9	8,200	6,822	102,181	98,251
*Yachting	70.2	61.1	707.1	637.5	41,278	35,927	415,776	375,050
Total Group	634.8	603.7	6,611.7	6,485.9	341,635	321,708	3,576,129	3,453,227

*July-August issues combined. †Not included in totals. ‡No January 1952 issue.

	Pages				Lines			
	Aug. 1952	Aug. 1951	Jan.-Aug. 1952	Jan.-Aug. 1951	Aug. 1952	Aug. 1951	Jan.-Aug. 1952	Jan.-Aug. 1951
Home								
*American Homes	37.6	47.9	456.5	460.7	23,794	29,639	288,264	291,049
*Better Homes & Gardens	71.3	87.2	999.2	1,071.6	45,097	55,084	630,945	677,172
*Flower Grower	38.0	29.1	419.0	324.5	14,700	12,236	176,334	126,276
*House Beautiful	69.9	53.3	789.5	747.6	44,149	33,660	498,503	472,153
*House & Garden	27.7	36.4	611.8	614.5	17,499	22,969	386,176	387,833
*Living	23.7	15.5	395.7	268.6	14,950	9,746	249,894	169,540
*Sunset Magazine	74.6	105.4	759.3	662.7	31,347	27,815	279,257	279,257
Total Group	339.8	334.6	4,430.9	4,152.4	191,536	191,149	2,542,927	2,413,280

	Pages				Lines			
	Aug. 1952	Aug. 1951	Jan.-Aug. 1952	Jan.-Aug. 1951	Aug. 1952	Aug. 1951	Jan.-Aug. 1952	Jan.-Aug. 1951
Fashion								
*Charm	73.7	93.3	589.3	610.4	31,602	40,007	252,871	261,936
*Glamour	84.4	118.6	638.5	737.8	36,225	57,945	373,945	416,427
*Harpers Bazaar	107.1	110.0	737.5	788.2	67,661	69,522	466,037	498,095
*Mademoiselle	277.8	270.9	799.4	836.3	119,212	134,002	359,917	359,917
*Vogue	145.0	185.4	968.9	1,163.0	89,747	117,226	548,289	708,839
Total Group	685.0	778.4	3,733.4	4,140.1	344,426	393,914	1,884,144	2,145,213

	Pages				Lines			
	Aug. 1952	Aug. 1951	Jan.-Aug. 1952	Jan.-Aug. 1951	Aug. 1952	Aug. 1951	Jan.-Aug. 1952	Jan.-Aug. 1951
Movie-Romance-Radio								
*Dell Modern Group:								
Modern Romances	35.1	30.1	257.5	264.3	15,019	12,925	110,369	113,318
Modern Screen	35.4	30.8	273.2	269.0	15,198	13,181	117,308	115,320
Screen Stories	32.9	29.2	225.4	233.8	14,091	12,459	96,690	100,209
Fawcett True Confessions-Motion Picture:								
Motion Picture	28.4	27.8	226.6	194.5	12,221	11,926	97,268	83,423
True Confessions	27.7	32.7	270.9	297.3	11,873	14,025	116,210	127,546
Hillman Women's Group	10.5	10.6	87.7	95.0	4,535	4,589	37,730	40,944
Hillman Romance Group	3.5	5.7	42.3	52.3	1,488	2,450	18,178	22,441
Ideal Women's Group:								
Intimate Moments	21.6	22.7	173.5	189.3	9,297	9,738	74,559	81,188
Movie Life	20.6	20.7	157.2	156.0	8,880	8,880	67,883	66,915
Movie Stars Parade	20.7	20.5	157.0	156.1	8,887	8,795	67,485	66,985
Personal Romances	20.8	14.9	166.4	121.8	8,937	6,392	71,534	52,265
*Quality Romance Group	5.0	3.0	30.0	3.0	1,890	1,134	11,340	11,340
Screenland Unit	21.4	24.0	195.8	206.2	9,200	10,291	84,084	88,526
*Secrets Romance Group:								
Revealing Romances	13.3	13.0	108.1	103.0	5,744	5,561	46,886	44,158
Secrets	16.0	18.5	148.8	164.3	6,758	7,935	63,599	70,519
True Story Women's Group:								

Table with columns for Pages (Aug. 1952, Aug. 1951, Jan.-Aug. 1952, Jan.-Aug. 1951) and Lines (Aug. 1952, Aug. 1951, Jan.-Aug. 1952, Jan.-Aug. 1951). Rows include Sameday, Saturday Night, Time-Canadian, Total Group, Foreign (Life International, Newsweek-European, etc.), and Reader's Digest.

Table with columns for Pages (Aug. 1952, Aug. 1951, Jan.-Aug. 1952, Jan.-Aug. 1951) and Lines (Aug. 1952, Aug. 1951, Jan.-Aug. 1952, Jan.-Aug. 1951). Rows include German (Swiss), Italian, Japanese, Latin American, Mexican, New Zealand, etc.

August Advertising Pages and Linage in Farm Publications

Official Figures as Compiled by Farm Publication Reports Inc.
Publications with an * report directly to ADVERTISING AGE

Table with columns for Total Advertising, In Pages (Aug. 1952, Aug. 1951, Jan.-Aug. 1952, Jan.-Aug. 1951) and In Lines (Aug. 1952, Aug. 1951, Jan.-Aug. 1952, Jan.-Aug. 1951). Rows include Farm Magazines (Capper's Farmer, Country Gentleman, etc.), Progressive Farmer, and Monthlys (American Fruit Grower, etc.).

Table with columns for Total Advertising, In Pages (Aug. 1952, Aug. 1951, Jan.-Aug. 1952, Jan.-Aug. 1951) and In Lines (Aug. 1952, Aug. 1951, Jan.-Aug. 1952, Jan.-Aug. 1951). Rows include Ohio Farmer, Oregon Farmer, Prairie Farmer, etc.

Table with columns for Total Advertising, In Pages (Aug. 1952, Aug. 1951, Jan.-Aug. 1952, Jan.-Aug. 1951) and In Lines (Aug. 1952, Aug. 1951, Jan.-Aug. 1952, Jan.-Aug. 1951). Rows include Newspaper Monthly Farm Sections (Iowa Farm & Home, Rural Gazette, etc.), Semi-Monthlies (American Agriculturist, etc.), and Weeklies (Weekly Star Farmer, etc.).

MAGAZINES: 1952 AUG. 177, JULY 168, 1951 AUG. 192. MONTHLIES: 1952 AUG. 407, JULY 357, 1951 AUG. 372. SEMI-MONTHLIES: 1952 AUG. 881, JULY 589, 1951 AUG. 795. BI-WEEKLIES: 1952 AUG. 119, JULY 90, 1951 AUG. 93. CANADIAN: 1952 AUG. 252, JULY 255, 1951 AUG. 267.

Table with columns for Total Advertising, In Pages (Aug. 1952, Aug. 1951, Jan.-Aug. 1952, Jan.-Aug. 1951) and In Lines (Aug. 1952, Aug. 1951, Jan.-Aug. 1952, Jan.-Aug. 1951). Rows include Bi-Weeklies (Arizona Farmer, California Farmer, etc.), Dailies (Chicago Daily Drovers, Kansas City Daily Drovers, etc.), and Canadian (Country Herald & Weekly Star, etc.).

Table with columns for Total Advertising, In Pages (Aug. 1952, Aug. 1951, Jan.-Aug. 1952, Jan.-Aug. 1951) and In Lines (Aug. 1952, Aug. 1951, Jan.-Aug. 1952, Jan.-Aug. 1951). Rows include Daily (Chicago Daily Drovers, Kansas City Daily Drovers, etc.), Canadian (Country Herald & Weekly Star, etc.), and Newspaper Monthly Farm Sections (Iowa Farm & Home, Rural Gazette, etc.).

Table with columns for Total Advertising, In Pages (Aug. 1952, Aug. 1951, Jan.-Aug. 1952, Jan.-Aug. 1951) and In Lines (Aug. 1952, Aug. 1951, Jan.-Aug. 1952, Jan.-Aug. 1951). Rows include Daily (Chicago Daily Drovers, Kansas City Daily Drovers, etc.), Canadian (Country Herald & Weekly Star, etc.), and Newspaper Monthly Farm Sections (Iowa Farm & Home, Rural Gazette, etc.).

Perrine to 'Outdoor Life' - W. Brett Perrine has been appointed by Outdoor Life to be its advertising representative to handle the new mail order shopping section which starts with its November issue.

Smart Heads Tuttle & Bailey - J. Howard Smart, executive v.p. of Tuttle & Bailey Inc., New Britain, Conn., manufacturer of converters, radiation grills and air conditioning units, has been elected president.

Burns Heads Wing Promotion - L. J. Wing Mfg. Co., Linden, N. J., manufacturer of heating, ventilating and combustion equipment, has appointed Donald A. Burns advertising and publicity manager.

Knight Resigns Cobblers Inc. - Vick Knight Advertising, Los Angeles, has amicably withdrawn from the Cobblers Inc. shoe account in order to devote its efforts exclusively to Aronov of California, Pasadena shoe manufacturer.

Names Sterling Advertising - Deering, Milliken & Co., New York, has named Sterling Advertising, New York, to handle its millium division advertising. The account formerly was with Young & Rubicam.



FIRST SHOWING—General Electric Co.'s first outdoor poster to help TV service men promote business was set up in York, Pa., last month, sponsored by the company's tube department. G. A. Bradford, the tube department's advertising manager, congratulates the distributor and dealer contracting for the poster shown. Next to Mr. Bradford at left are Leo Hochberger, York Radio & Refrigeration; Henry Plath and Red Klinedinst, Klinedinst Appliances, and Joseph Hochberger of York Radio & Refrigeration.

GE Uses Posters to Boost Business of TV Service Men

NEW YORK, Sept. 16—To help television service men promote and seek new service business, the tube department of General Electric Co. is sponsoring an outdoor poster campaign on TV service.

Designs for posters have been worked out jointly with Outdoor Advertising Inc. and GE's advertising agency, Maxon Inc.

Major emphasis is on service available from the dealer with relatively little mention made of GE's products. This technique was adopted to make the posters as attractive as possible to the service dealers who might use them. Imprinting space was designed in the center of the board, as opposed to the usual strip at the bottom. This was done to divorce the campaign as much as possible from standard cooperative poster campaigns.

The campaign was planned as a test to be used by two or three dealers in selected areas. Distributor acceptance of the program, however, has been so favorable that it has been extended to all GE tube distributors.

The first posters were put out the latter part of August. Dealers using the posters will report to GE later in the fall whether or not new business has developed through the use of them.

Hamilton, Int'l Silver Will Co-Sponsor Weekly TV Show

Hamilton Watch Co., Lancaster, Pa., and International Silver Co., Meriden, Conn., will start alternate sponsorship of a weekly half-hour TV film series on Oct. 2 in Los Angeles and Dallas. Eighteen other markets have been cleared for an October debut, and at least ten more cities will be added as clearances are obtained.

The show is entitled "Your Jeweler's Showcase," and sponsorship was arranged by Batten, Barton, Durstine & Osborn (for Hamilton) and Young & Rubicam (for International Silver). The show is produced by Screen Televideo Productions, Hollywood.

Resume Saturday Editions

The Times and the Tri-Cities Daily, Florence, Ala., resumed publication Sept. 6 of a Saturday afternoon edition. The two afternoon newspapers thus become the sixth and seventh in Alabama publishing seven days a week. The papers dropped their Saturday editions two years ago when they began publishing a Sunday edition. J. L. Meeks Jr. is publisher of the two papers.

Keeler Given New Post

Edward E. Keeler, president of Western Advertising, Los Angeles, has been named 1st v.p. of the Southern California Advertising Agencies' Assn. He also becomes a member of the board and program chairman. Mr. Keeler succeeds Earl Taggart, who has resigned after leaving the advertising business.

electd president of the corporation. He succeeds Lewis S. Rosentiel, board chairman since 1939, who resigned from the presidency, which he had occupied since 1948 following the retirement of Lester E. Jacobi.

Sidney B. Becker, an officer of the company since 1933 and a director for the past six years, becomes executive v.p. Carl J. Kiefer, who formerly held that position, has been elected vice-chairman of

the board. In addition, Richard V. Gilbert has been elected a v.p., Henry C. Gayley has been named treasurer, and Earl C. Gassenheimer, controller.

U. S. Steel Co. Appoints Two

F. Royal Gammon has been appointed assistant v.p. of sales, eastern area, and Herbert J. Watt assistant v.p. of sales, western area, for United States Steel Co. Their

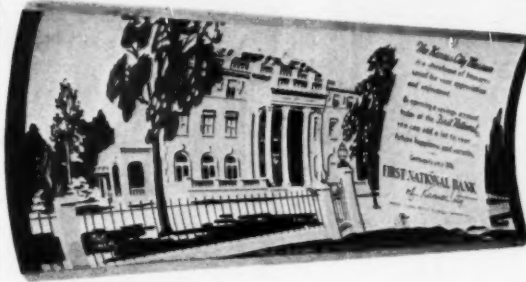
headquarters will be in New York and Chicago respectively. They will serve as representatives of the v.p. in charge of sales, J. D. Darby, in their respective areas.

Conover-Mast Names Meyer

Blake Meyer has been appointed assistant publisher of Bar & Food, a Conover-Mast publication. During the past 12 years he was associated with Ahrens Publishing Co.

Heymsfeld Is Appointed Schenley Industries President

Ralph T. Heymsfeld, a director, secretary and general counsel of Schenley Industries, has been



Bank Copy plus! . . .

First National Bank of Kansas City uses an unusual series of car cards to sell their banking services. Art students compete for reproduction honors with their illustrations of local points of civic pride. Increased public interest adds a solid plus to selling copy.

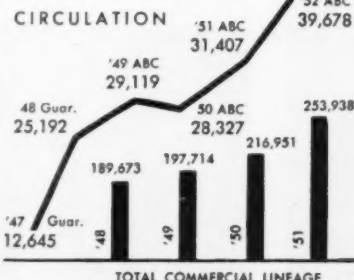
Loomis Advertising Co.
810 Baltimore Avenue
Kansas City 6, Missouri

There's a **NEW LOOK** to Colorado



Mechanized sugar beet diggers eliminate old hand pulling method in one of Colorado's major farm crops.

Advertising Increases with Results!



Source—SRDS, ABC, SM, USDA, USDC, FFR

Colorful Colorado has come to be known as America's vacation paradise—summer and winter. Today, Colorado also has a NEW LOOK in its rich agricultural market. Colorado has the largest gross farm and ranch income in the eight Mountain States—more than one-half billion dollars. And, in only five years, Colorado Rancher and Farmer has become an important part of Colorado's agricultural life. The only farm paper edited exclusively for Colorado farmers and ranchers, Colorado Rancher and Farmer reaches a concentration of three-fourths of this rich market. Colorado rural buyers have the money to make this circulation effective! Weld County, Colorado, alone, ranked 9th among all U. S. counties for 1951 gross farm income! Make your advertising dollar grow bigger returns by concentrating in Colorado's rich farm market through the best read farm paper—Colorado Rancher and Farmer. Write or phone for free market data and buying intentions survey, or contact your nearest Western Associated Farm Papers representative.



Colorado Rancher and Farmer

Alpha 2875 • P.O. Box 1249 • Denver 1, Colorado

Represented by Western Associated Farm Papers

Published by
NEBRASKA FARMER
Lincoln
NEW E. McEVIL Publisher

Published by
MONTANA FARMER
Billings
J. J. Jackson Editor

Published by
WYOMING FARMER
Cheyenne
New York

Published by
UTAH FARMER
Salt Lake City
28 South Montgomery St.
San Francisco

PHOTOGRAPHIC REVIEW



LUCKY MAN—William J. Small, president of William J. Small Agency, Boston, smiles at luscious French actress Denise Darcel at a promotion sponsored by the agency. (Boys were unidentified.)



STYLISH—James Hunter Machine Co., North Adams, Mass., says the fashion ad appearance of such ads as this one is winning high attention for its trade publication campaign. Jules Klein Advertising, Pittsfield, Mass., is the agency.



FOOT-LONG FRANKS—Some of the point of sale material developed by Jimmy Fritz & Associates, Hollywood, which has been appointed by Grand Taste Packing Co., Los Angeles, to originate an advertising, merchandising and sales promotion campaign for the company's luncheon meats, franks and Marvelous Markies, said to be the country's only 12-inch weenie. The length of the franks is being promoted as an advantage in that they can be cut to any size desired, without loss of flavor. Food market co-op programs on television are being used initially, with expansion into other media planned.



GET THE POINT?—Theodore R. Sills & Co., Chicago, which handles public relations for the Paper Plate Assn., has released this picture of a model named Marion Moore with the news that she has taken "a tip from the distributors of flying saucers" to release paper plates by way of announcing Save a Wife Week Oct. 2-11.



COST CLINIC—Panel members at recent cost clinic session sponsored by National Assn. of Magazine Publishers included N. O. Wynkoop, McGraw-Hill Publishing Co.; T. F. Gloisten, American

Home; Arch Church, Newsweek; William Conway, Time Inc.; Wm. Gayle, J. K. Lasser & Co., and George Garland, Baby Talk. The meeting was held at the Advertising Club of New York.



SPONSOR MEETS TALENT—Gathered for a pre-season party and dinner are Fibber McGee and Molly, and principals of their new sponsors on the NBC radio program to begin Oct. 7. Left to right are Jim Jordan, "Fibber McGee"; Dave Beard, adver-

tising manager, Reynolds Metals, Louisville; Marian Jordan "Molly McGee"; William Dassel, v.p., Buchanan Co., New York; Mrs. William Ingram, wife of the Reynolds regional sales manager, and Thomas C. McCray of NBC's western division.



PLAN ART EXHIBIT—Orville Sheldon, general chairman of the 20th Annual Exhibit of Advertising & Editorial Art, looks over plans with his committee. The exhibit is sponsored by the Art Directors Club of Chicago and will start Nov. 19 in the Diana Court, Michigan Square Bldg., Chicago. The committee members, all art directors, are, left to right (seated): Bill Miller, General

Outdoor Advertising Co.; Mr. Sheldon, Foote, Cone & Belding; George Baier, J. Walter Thompson Co., and Jim Sherman, McCann-Erickson. Standing, in the same order, are Albert Fischer, Grant Advertising; Ed Jirasek, Dodd Studios; Dick Nugent, Nugent Studios; Adrian Lazano, Container Corp. of America; Bob Miles, Jerry Bryant Studio, and Phil Dobrafsky, Promotional Arts Inc.



FINAL OKAY—Comprehensive sketches of Operation Impact, outdoor campaign for national safety, win approval of Wesley I. Nunn (left), Standard Oil Co. (Ind.), coordinator of the Advertising Council's stop accidents program, and Ned Dearborn (center), president of the National Safety Council. At right is Robert R. Burton of the volunteer agency, Young & Rubicam.

More than Ever...



America's Youngest Married Woman Audience

Here's what's happened to Modern Romances' audience of young homemakers from 1950 to 1952—

They're younger by half a year... median age down from 23.1 to 22.6; 9 out of 10 under 35

More of them are married... 86% of all adult readers are married, an increase from 84%... and over 75% of *all* readers are married today

They have more children... 74% of all Modern Romances families have children, against 72% in 1950... and there are 217 children per 100 families, an increase of 14%

They have more young children... 46% have children under 5, against 38% in 1950... 27% have children 5-10, against 21% in 1950

Their families are bigger... 400 people per 100 families, an increase of 20 per 100 over 1950

They make more—they spend more... median income is 17% higher; they pay 24% more rent; spend 11% more on food; 56% have had increases in income just since 1951

Modern Romances delivers the most concentrated market of young homemakers available. For the *complete* story on the cream of America's young marrieds, ask for a hot-off-the-press copy of "The Private Lives of America's Young Women," the new 1952 audience study of Modern Romances and Dell Modern Group.



Modern Romances

America's Youngest Married Woman Audience

DELL PUBLISHING COMPANY, INC. • 261 FIFTH AVENUE • NEW YORK 16, N. Y.

Radio Rating Figures Not Comparable with Newspaper Ad Readership: Taylor

NEW YORK, Sept. 18—The known variation in product interest is a factor which radio and television research tends to overlook in making comparisons with other media, according to Douglas Taylor, president of the New York chapter of the American Assn. of Newspaper Representatives.

"What guarantee is there," he asks, "that everyone who looks at a popular comedy program, for example, is equally interested and attracted by a commercial message for any one of three or four widely varying types of products? We feel that the rating for that program is a circulation figure, and as a matter of fact, it might be somewhat comparable to a page observation figure in a printed publication, but it is a far cry from a readership figure of the advertisement with which radio and TV make their comparisons."

Mr. Taylor emphasized that his comments are not intended to "at-

tack" rating systems which are used by radio or TV, but to point out an area in which more careful research seems indicated.

In a recent bulletin to the members of the New York chapter of the newspaper representative organization, Mr. Taylor, who is v.p. of J. P. McKinney & Son, pointed out that recently there have been a number of statements by network broadcasting interests, making comparisons of "number of people reached with the advertising message delivered" by radio or television versus magazines and newspapers.

"These comparisons have one common characteristic," his memorandum said. "They base the broadcasting figures of advertising messages delivered on the 'rating' of the show, applied to the number of radio or television homes estimated to be available for stations carrying the show, then multiplying by estimates of average number of viewers per set for the time period. That's the figure for number of people reached by the advertising message, and this divided into the cost of time and talent is their 'cost per advertising message delivered' figure..."

"An indefensible fallacy arises when these figures are used against Continuing Study of Starch figures on readership of printed advertisements. There is an old saying in advertising research: 'You mustn't compare apples with oranges.' But the broadcast people compare people interested in being entertained by Godfrey, Berle or Captain Video, with people interested in advertisements for Ford trucks or Rubinstein lipstick or Parliament cigarets.

"Some say this reaction is justified because an electrical gadget shows the receiving set turned on at the moment of the commercial, and the audience is 'captive'...

Readership studies show great differences of consumer interest in copy appeal and illustrations. But the claim by radio and TV is that they are all the same.

"No matter what the product—or the appeal—or who prepares the commercial, the number of human minds attracted, held and influenced, is all the same—always the same as the number who like slapstick, a symphony orchestra, a mystery drama, or a quiz panel. You take your choice of these and, magic-like, you pull out the exact number who will be 'captivated' by a commercial on garden hose or corn meal mush.

"Further confusing is the apparent stand that men and women are equally interested in all products and all advertising messages. For these published comparisons, they use their 'total audience' of men and women, as they estimate

their number per set... Suppose twice as many women as men like Kate Smith. Have Kate Smith talk about pipe tobacco and twice as many women as men will be 'captivated' by pipe tobacco commercials. That's the way they figure it, and they can't deny it.

"But what about magazine or newspaper advertisements in these comparisons? In their 'apples equal oranges' technique they average out men and women readers of 500-line of 1,000-line newspaper advertisements or full or half-page readers of magazine copy, put them together, divide by two, and that's their figure for print media. If 600 women and 6 men read about 'Breath of Moon-Glow Bubble Bath,' 303 is the figure used for print media compared with Kate Smith, Uncle Miltie or Sid Caesar. And for some reason we in the newspaper business haven't yet



NEW ABC TEAM—Ted Oberfelder (left), director of ABC's owned radio stations, and Slocum Chapin, v.p. for the network's TV stations, sign the contracts naming John Blair & Co., Blair-TV and Edward Petry Co. to represent ABC's 10 stations. Looking on (standing, left to right): Mr. Petry and Mr. Blair.

learned, they figure 2 1/4 readers per copy of a newspaper, which further confuses the fruit cup."

Study Finds 31.6% of 1915-1945 'SEP' Ads Listed Prices

SAN FRANCISCO, Sept. 16—How often does a national magazine ad include the price of a product? According to a study done at the University of California, the answer is about one out of three times for the 30-year period between 1915 and 1945.

The study, believed to be the only one of its kind, was made by Marilyn Johnson, who is now with Raymond I. Lang Advertising, San Francisco.

Miss Johnson, who made the study while she was a student, admits that she could not establish any strong correlations between economic conditions and the number of ads which state price. She also admits that her survey may not be too representative because only one magazine was used—*The Saturday Evening Post*. Miss Johnson took the first April and October issues of each year, taking into account all ads 1/4-page in size or larger.

As a byproduct of her study, Miss Johnson did establish that the volume of ads varies with economic conditions, declining considerably during hard times. She also found that price ads are strongly affected during wartime, when they all but disappear, and she notes "an increasing tendency for magazine advertising to become more indirect with an increase in institutional and reputational advertising."

Some results of Miss Johnson's study are:
The average number of ads which stated price during the 1915-1945 period was 31.6% of the total. Price ads were most frequent in the first two years covered, 1915 and 1916. In the April, 1915, issue 55.1% of the ads included prices;

CALL IT...

influence



... it's added urge to the power of THE DALLAS NEWS

It's no good pretending your collar button popped under the bureau—that's been tried before. You'll go and like it... though but for the wife's gentle insistence you'd not budge from your easy chair.

Such, too, is the predominance of The News, breakfast-time visitor in an area that's home to more than a third of Texas. This influence makes "I saw it in The News" both ample and authoritative. Bolstering your sales story it means greater acceptance and additional sales.

This influence multiplied by The News' larger circulation assures your product predominance in this larger, richer Double Dallas Market.



The Dallas Morning News

CRESMER & WOODWARD INC., REPRESENTATIVES



it was 43.1% in the first October issue, 44.4% in April, 1916, and 51.2% in October, 1916. After that, it never reached 50% again, although it did shoot up to 48.2% in the first April issue of 1935. The low point was reached in October, 1944, when only 7.8% of the Post ads listed price. For the latest year covered, 1945, the figures were 12.9% (April) and 15.5% (October).

Miss Johnson also made a breakdown for four products—automobiles, tires, toothpaste and shoes. Of the four, shoes have been advertised most consistently on a price basis. Tires were almost always advertised on a non-price basis and toothpaste showed no definite pattern. Up to 1932, automobile ads generally included prices (particularly between 1915 and 1917); during the depression automobile ads declined considerably and when they began appearing again in 1940 and 1941, they had switched to a non-price selling appeal.

Joins Anderson-McConnell

Edmund M. Pitts has joined the Anderson-McConnell Advertising Agency, Los Angeles, as an account executive. He was previously an account executive with Young & Rubicam and the Blackman Co. in New York, J. Walter Thompson Co. in San Francisco and the Dana Jones Co. in Los Angeles.

Names Baake Circulation Head

Magazines of Industry has appointed Charles C. Baake circulation director for *Modern Industry* and *Tide*. He has been with the former magazine since 1946.

Carrol Joins Bresnick Co.

George T. Carrol, formerly advertising manager of E. E. Taylor Corp., has joined Bresnick Co., Boston, as an account executive.

Swartz Switches to 'Time'

William A. Swartz, formerly a Holiday representative, has joined the New England sales staff of Time, in Boston.

Crowell-Collier Installs New System for Mailing 15,000,000 Magazines Per Month

NEW YORK, Sept. 17—What is the best method to use if you have to mail 15,000,000 magazines every month?

Crowell-Collier Publishing Co. is installing a new method for handling just such a mammoth monthly output of magazines, under the guidance of Charles Gallienne, manager of the company's subscription fulfillment department.

Writing in the current issue of *Systems Magazine*, Mr. Gallienne says that by the end of this year "we will have accumulated a 'deck' of eight to nine million punched cards, and will have disposed of almost as many addressing stencils."

The outstanding advantage of using punched cards, Mr. Gallienne says, lies in the rapid and accurate mechanical sorting which tabulating equipment offers, and which was impossible with stencils.

"We have not developed definite figures as yet," he says, "but our experience to date indicates that savings in following through on subscription renewals and terminations alone will be great enough to pay for the new system within a reasonable time."

Remington Rand equipment used in the new process and Addressograph-Multigraph facsimile units produce up to 7,500 subscription labels an hour, he says. Tabulator subscription cards are prepared on electric typewriters to get a clean, even impression for facsimile reproduction. Cards contain subscriber's name, address, subscription source, and length of subscription.

After being proof-read, sub cards are sent to the key-punch machine and placed on punched cards.

"Our subscriber code is the numerical key for sorting the cards in alphabetical order," Mr. Gallienne says. "By sticking to numeric, rather than alphabetic tabulator

equipment, we save between one-quarter and one-third of the cost of this machinery. Our coding system merely assigns numbers corresponding with the position in the alphabet of certain letters in the subscriber's name, and includes numerals in the subscriber's street address.

"Preparing mailing labels is identical for all three of our magazines—*Collier's*, *American Magazine*, and *Woman's Home Companion*. Tab cards are taken from their files and run through the sorting machines. This automatically pulls out cards for subscriptions which are to expire within the next two issues. These expiration cards are run through addressing machines separately from the others, observing the same system of running them by postal breakdowns. Subscribers with these pending expirations are then sent magazines with renewal cards inserted in them.

"Other subscription cards are sorted in the same manner for addressing mailing pieces promoting subscription renewals. Being able to use the subscription cards for renewal promotion eliminates between half and three-quarters of the work which was necessary when this procedure was handled manually.

"In converting from the old system to the new," Mr. Gallienne points out, "we run impressions from our stencils on galley lists. Our typists work from these in preparing the tab cards. In these cases, subscription expiration dates are typed on the cards when they are first prepared, since this information has already been cut into stencils.

"Additional applications of punched-card equipment and further savings are possible in the production of essential statistical information relative to magazine circulation, and the billing and

Sales are at an all-time high both at home and abroad!

Pepsi-Cola Company

HAPPY DAYS—Pepsi-Cola Co., New York, has been running a series of ads like this in most available Sunday sections throughout the country to let the world know that its sales are up. Now Co. is the agency.

collection of charged subscriptions. This work is now done manually." Mr. Gallienne concludes that it is already established that the company will realize substantial savings in the over-all operation.

Austrian Not Involved

A news item in the Sept. 8 AA reported the appointment of A. M. Snider & Co., New York, as agency for Baracuta Inc., and said that Ray Austrian & Associates was the former agency. While Austrian once handled this account, Norman D. Waters Inc. was actually the agency prior to appointment of Snider.

Kerbit Co. Names Scheer

William N. Scheer Advertising, Newark, has been appointed by the Kerbit Co., a division of Norper Inc., New York, to handle advertising in newspapers, magazines and radio for Kerbit Improved Method, a reducing plan.

Beckman Promotes Bruns

George H. Bruns Jr. has been promoted from v.p. in charge of marketing to general manager of the Berkeley Scientific division of Beckman Instruments Inc., San Francisco.

Looking for a Bell Ringer? here is a sure one!

Pontiac has all six of these services available under one roof and one management. Individually or collectively they are the product of a company skilled in helping you meet production problems and deadlines.

CALL OR WRITE AND LET US TELL YOU MORE ABOUT THE WAY PONTIAC CAN HELP YOU!

COLOR PROCESS
ART WORK
PHOTOENGRAVINGS
TYPOGRAPHY
PHOTOGRAPHY
ELECTROTYPING
6
UNIFIED SERVICES

Pontiac
Engraving & Electrotype Co.

812 W. VAN BUREN STREET
HA ymarket 1-1000 • Chicago 7, Illinois



Turnover!

If you're selling in Boston's big A & P or Stop & Shop chains, you'll get faster turnover (and bigger sales) by using WEEI SUPERMARKETING, Boston's most effective merchandising operation.

Because SUPERMARKETING is a two-edged weapon which first delivers your sales messages to the biggest audience in Boston*—then backs up those messages with mass product displays in 263 A & P and Stop & Shop markets.

To get turnover in Boston supermarkets, bring the full impact of Boston's most listened-to station right to your point of sale... with WEEI SUPERMARKETING.

*In every report since Sept.-Oct. 1949, Pulse has shown that WEEI has a larger average audience than any other Boston station.

In Boston... the station is **WEEI**
Represented by CBS Radio Spot Sales

CHARLESTON

SURPLUS

CASH!

This booming S. C. market has it, and you can get it through

Charleston leads South Carolina in surplus buying income over and above all retail sales. \$89,317,000 in surplus cash is here—in the county with the highest per capita income and the fastest growing population in the State.



THE CHARLESTON EVENING POST

THE NEWS AND COURIER

THE JOHN BUDD CO., REP.

THERE'S MORE "BUY-ABILITY" IN CHARLESTON



have us pretest your new idea

★ There's plenty of solid experience we'd like to show you about using Burgoyne test cities to prove your sales and advertising ideas. These and other national advertisers have checked their programs in Burgoyne store panels.

★ Your product and promotional activity show up fast in our monthly-audit-reports of over-the-counter sales . . . and those of competition.

★ With these facts you can ask Management for the green light.

★ Ask us for pretest proposal for three, five or seven test cities.

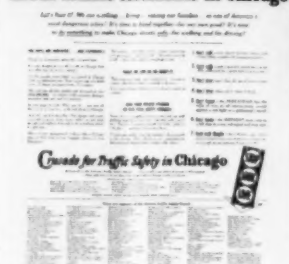
GRAND RAPIDS

- Famous as a test city.
- Largest Michigan city outside Detroit. Hub of Western Michigan . . . 25 county billion dollar market.
- 600 plants . . . 300 diversified industries . . . 44,758 workers . . . \$1.76 per hour . . . total employed in Grand Rapids 109,000.
- 247,000 in metropolitan area spent over \$290 million in 1951 . . . 31% above national average grocery purchases . . . 94% above on drug purchases.
- Effective net buying income per family . . . \$4,913.
- GRAND RAPIDS PRESS with 69,272 copies gives you 96% family coverage in the city zone . . . 95,533 in the retail trade zone . . . 109,481 total.
- Merchandising Service Plan effects bonus sales for Press-advertised national brands.

Burgoyne Grocery & Drug Index

FIRST NATIONAL BANK BUILDING • CINCINNATI 2

The time has come to get FIGHTING MAD about Traffic Accidents in Chicago



We must get together and stop this dreadful slaughter and shameful waste right now!



Which of these 7 laws did you break today?



TOUGH TALK ON TRAFFIC—Three newspaper pages which highlight the crusade for traffic safety. The one at left led off the campaign in August. The page in the middle ran this month, and that at right will appear in Chicago newspapers and community publications in October. They are backed by a wide variety of collateral material, outdoor, radio, TV, etc.

Admen Join in Chicago Traffic Safety Crusade

Concentrated Effort Made to Get Message Under the Public's Skin

CHICAGO, Sept. 18—Chicago business and advertising interests are pushing an integrated campaign of huge dimensions in the hope of reducing traffic accidents here.

Acting as the Citizens Traffic Safety Board, the group is using paid newspaper space and a wide variety of other advertising and promotion in a "tough" campaign aimed at cracking through the wall of public indifference.

The non-profit, privately financed Citizens Traffic Safety Board had its beginnings in the fall of 1950, when a group of citizens offered Mayor Martin H. Kennelly its help in reducing accidents in the city, which is said to have the worst traffic safety record of any large city in the country.

The offer was accepted, the group secured the cooperation of some 150 companies, and a year ago a permanent organization was formed, with Franklin Sturdy, formerly on the editorial staff of the Chicago Tribune, as managing director.

It was quickly decided that a major part of the organization's work would consist of public education, and this activity was initially placed in the hands of a committee of advertising managers and public relations directors of companies which are represented in the board's membership.

Five Chicago agencies went to work on a complete, well rounded educational and advertising program, under the direction of Wesley I. Nunn, advertising manager, Standard Oil Co. (Indiana); Ray Weber, Swift & Co., and the late Francis Marling, advertising manager, Pure Oil Co.

The agencies, working on a voluntary basis under which they were reimbursed only for out-of-pocket expenses, were Needham, Louis & Brorby, which handled newspaper advertising; Leo Burnett Co., which prepared radio and TV material; McCann-Erickson, which took over the outdoor assignment; J. Walter Thompson Co., which handled merchandising and collateral material; and Foote, Cone & Belding, which handled the radio and TV placement. Dave Chapman, industrial designer, designed a "Stop, Look, Live" symbol which spearheads the campaign.

Last month the efforts of the group blossomed forth in a "Crusade for Traffic Safety in Chicago."

A full-page newspaper ad in all the city's dailies, and in 100 or more community papers, trumpeted:

"The time has come to get FIGHTING MAD about traffic accidents in Chicago."

"Let's face it," said the copy. "We are working, living, raising our families in one of America's most dangerous cities. It's time to do something to make Chicago streets safe—for walking and for driving." A simple seven-point program for drivers and pedestrians was suggested.

The same message appeared on TV screens and was heard from radio receivers; it appears on a 50% three-month outdoor showing and on 100 three-sheet posters. It is being brought to workers through two-sheets and one-sheets on plant bulletin boards. "The Rider's Reader," bulletin which is distributed on Chicago Transit Authority vehicles, highlights the

story, as does a special folder distributed to workers and the public in quantity. Payroll stuffers, lapel buttons, decals, bumper signs and other material are also being distributed.

Some of the advertising material was paid for, some contributed. For example, the three full-page newspaper ads (one each in August, September and October) were paid

225,317 titled executives of industrial and commercial firms accounting for the major volume of the country's industrial production, business activities and volume purchases are readers of The Rotarian.



JAHN & OLLIER

chicago's largest

ENGRAVING CO.

fine photoengraving plant

color process, zincs, halftones, offset reproductions

817 West Washington Boulevard
Chicago 7, Illinois
MONroe 6-7080

plates made right to print right

for. The same copy, arranged so that it could be sold for community sponsorship, was supplied to community papers. The 24-sheet showing was purchased, but the three-sheets were contributed.

■ The three-month "crusade" is believed to be the most-intensive traffic safety effort ever produced by a non-governmental body for local use. It will taper off markedly after material now scheduled for use this month and next is put in circulation, but the effort is designed to be continuous, and a similar high-spot effort may be organized for the heavy traffic period next year.

"The idea of this summer's crusade was to give the public a huge, concentrated dose of safety education," says Mr. Sturdy. "It is our belief that the problem is so big, and the public is so inured to ordinary appeals, that something special has to be done to shock the ordinary citizen into an actual realization of the problem, and into doing something about it."

"It is extremely difficult to measure results in this field quickly, but one important value of this campaign may be that it will help explore the effect of advertising and publicity on the rate of traffic accidents."

■ Although the Citizens Traffic Safety Board is chary about claiming any of the credit, Mr. Sturdy points out that the figures thus far are encouraging, even if not spectacular. As of Sept. 7, there have been ten fewer fatalities in traffic accidents in the city—206 this year as against 276 last year—and about 1,600 fewer reported automobile accidents—52,541 this year as against 54,136 last year.

John Bess Blasts 'Unfair' Attacks on Freezer Food Plans

New York, Sept. 16—"Unfair" attacks on legitimate freezer food plans by "pressure groups" were decried today by John Bess, founder of the Freezer Owners Assn. of America.

But he blamed the "timidity" of certain leading freezer manufacturers in stating their position on the food plans for encouraging the "pressure groups" attacks.

"Any legitimate food plans which will save the housewife a substantial sum on her food budget should get the greatest encouragement, especially from the makers of the appliances, which make this saving possible," he said.

"A complete disclosure of the facts accumulated by some of these major freezer manufacturers would immediately put a stop to the numerous articles attacking food plans," he continued.

■ "Certain publications are eager to print articles claiming that 'home freezers don't slash living costs,' for they know it will be welcomed by big retail grocery chains, who are advertising heavily to impress the public that 'food savings by freezer users are exaggerated.'"

"Just talk to the owner of a freezer, however—especially one who has been buying food wholesale from FOA depots—and you will hear a different story."

Mr. Bess said the Freezer Owners Assn. is completing a survey of more than 11,000 users of the FOA freezer food plan in the metropolitan area.

A cross section of about 10% of these users has been covered and "authenticated statements have been obtained from them to prove that legitimate freezer food plans are not only economically sound, but also help to relieve the housewife of much drudgery."



ACCENTUATES IT—This is a new point of sale piece which International Minerals & Chemical Corp.'s Amino division will use this fall. Batten, Barton, Durstine & Osborn is the agency.

Appoints Patrick O'Rourke

Hixson & Jorgensen, Los Angeles, has appointed Patrick E. O'Rourke an account executive. Formerly manager of the Hollywood office of Grant Advertising, Mr. O'Rourke was Chicago representative for George Kamen Inc., New York merchandising counselor.

Cluett, Peabody Boosts Weiss

Allan S. Weiss has been promoted to merchandise manager for all Arrow commodities—shirts, sport shirts, ties, underwear, handkerchiefs and collars—by Cluett, Peabody & Co., New York. Mr. Weiss, who has been with the company since 1947, was merchandise manager for the neckwear line immediately prior to his promotion.

CBS Radio Adds Six Stations

CBS Radio has completed affiliation contracts with six new stations to intensify coverage in three far western states. The new stations are KWIE, Kennewick, Wash.; KHUM, Eureka, Cal.; KRNR, Roseburg, Ore.; KYJC, Medford, Ore.; KFLW, Klamath Falls, Ore., and KFMB, San Diego. The latter replaces KCBQ, San Diego.

Zehner Appoints New Agency

Zehner Packing Co., Bellevue, O., producer of prepared meats, has appointed Barton Alexander Advertising, Toledo, to handle its advertising. Plans call for a newspaper campaign.

Uses Discs for Direct Mail

Union Pacific Railroad, Omaha, has mailed records to more than 900 travel agents to promote vacation travel to western resorts it serves. The discs play the "Singa-

way Medley," which employs at several national parks traditionally singing to departing visitors. The discs conclude with a brief selling message for UP. Caples Co. is the agency.

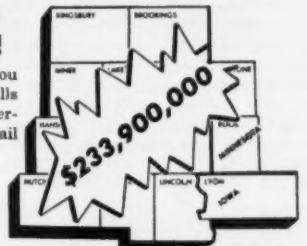
CHOOSE THE MEDIUM THAT'S WAY OUT IN FRONT

... in South Dakota's Richest Market!

THE SIOUX FALLS ARGUS-LEADER!

The only medium that gives you 98% coverage of the Sioux Falls Metropolitan Area. 66% coverage in the 14-county ABC Retail Trading Zone!

SIOUX FALLS Argus-Leader



*Retail Sales Sioux Falls 14-county ABC retail trading zone.



Expandable house... that grows with the family!

The young married couple starts out with the four-room version, 568 square feet.

With new arrivals, another bedroom and a living room with a fireplace can be added, 1,347 square feet... Stage three adds extra bedrooms and converted bath, 1,659 square feet.

The plans for the expandable home were published in a leading home service magazine—SUCCESSFUL FARMING. The basic plan incorporates the central rear hall, workroom on first floor, and driveway entrance from the yard... three features standard in SF homes. (August 1952 issue. Plan S2208, including working drawings for all three stages, costs \$2.50—if you're interested.)

SUCCESSFUL FARMING is the source of ideas on better living for the nation's best farm families building new homes, remodeling, redecorating, adding new furniture and furnishings... keeping pace with risen farm living standards, which today par those of the best metropolitan suburbs! Twelve years of record incomes have made the SF audience the best class market in the U.S. ... prime prospects for quality merchandise.

SUCCESSFUL FARMING concentrates nearly a million of its 1,200,000 circulation in the fifteen agricultural Heart states, with the best land, largest investment, highest incomes. The SF subscriber's average annual income easily exceeds the national farm average by 50%.



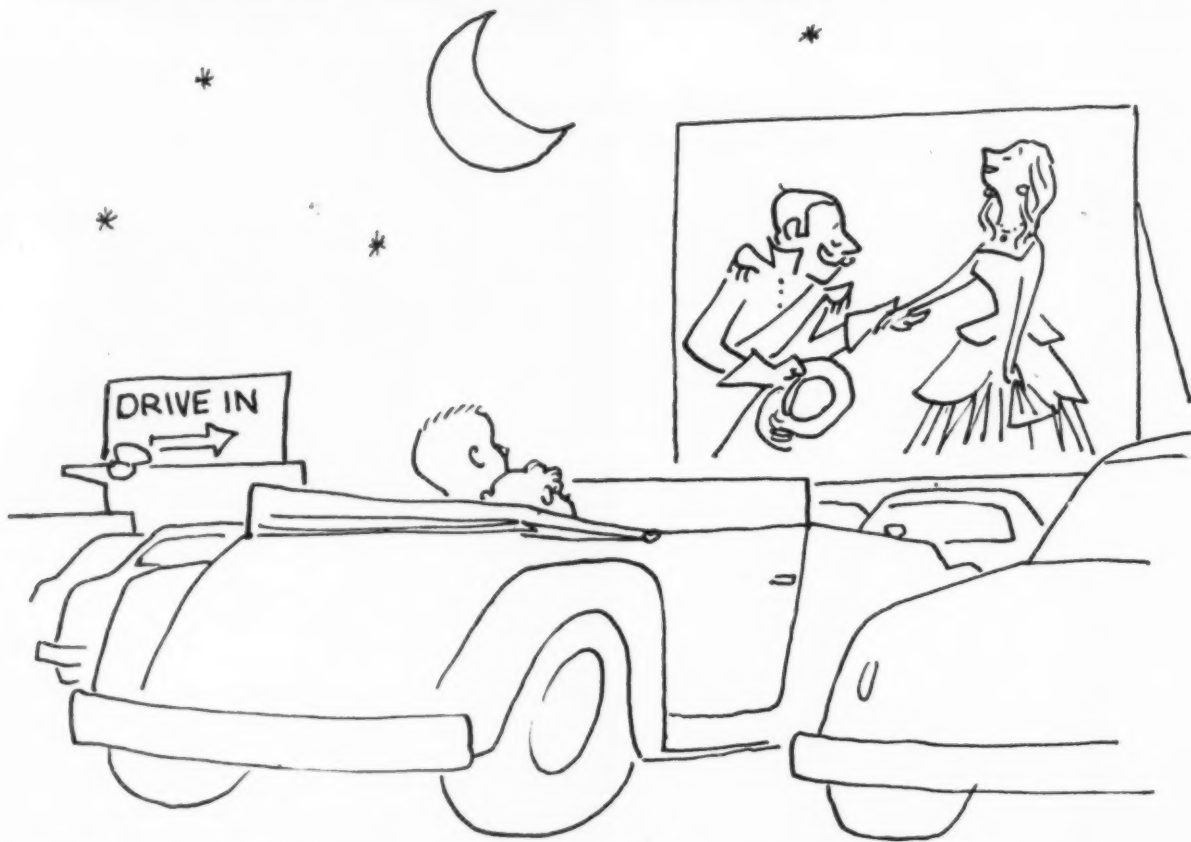
White area is the original house
Solid Green indicates first addition
Green tint indicates second addition

With high readership and influence based on a half century of service, SF gives deep penetration of a market mostly missed by general media... is needed by every advertiser to balance his national effort! For full facts on today's best sales opportunity, call the nearest SF office.

MEREDITH PUBLISHING COMPANY, Des Moines, New York, Chicago, Cleveland, Detroit, Atlanta, San Francisco, Los Angeles.



Never Underestimate the Power of a Woman!



148 advertisers have used Ladies' Home Journal
every year for the past ten years or more...

91 for 11 to 20 consecutive years

46 for 21 consecutive years or more

Ladies' Home

JOURNAL

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

The Lasker Story... As He Told It

XII

Col. Theodore Roosevelt Captures an Adman

Last week Mr. Lasker explained how his varied business interests kept him so busy that ultimately he had a breakdown and had to take a long holiday. In this instalment he tells of another sort of "holiday"—a "holiday" spent working in the political realm that eventually kept him more or less out of the advertising business for almost five years.

By that time I was pretty well broken down and tired. One day in June [1918] a man sent his card in with a letter of introduction from one of my partners in the Van Camp Packing Co., of which I was a fourth owner, where we had millions of dollars invested. (I have subsequently sold out to others.)

He sent in his card with the name Will H. Hays on it. That name meant nothing in my young life. I had never heard of it. But the letter of introduction was from a man who was, and is, one of my closest friends, and I asked this man to come in.

[Will Hays was a lawyer, chairman of the Republican National Committee, Postmaster General under President Harding, and subsequently for many years "czar" of the motion picture industry as president of Motion Picture Producers and Distributors of America Inc.]

■ Now, I hadn't followed politics much; I am just like the average business man. But he told me that a few days before there had been a reorganization of the Republican party at St. Louis and that he had been elected chairman of the Republican National Committee; that there was to be a big election of senators and congressmen in the fall of that year; that the Republican party, disintegrated in 1912, defeated in 1916, was without money. The thing they needed the most was propaganda. They needed someone who had taken sick businesses and made them well, and, through being a resident of Indiana, he had learned of my connection with the Van Camp company, and he made up his mind that a man who could take that business from a sick one to one which at that time was going very well, making huge sums of money, and put it on its feet, could help him with the Republican party.

He couldn't pay me any money; he couldn't give me anything but the glory of service well done. And I was just as interested as if he had asked me to become chief ballet dancer with the Russians. However, in the course of the conversation he said not to give him an answer, but the next time I went to New York he wanted to take me down to Oyster Bay for lunch with Col. Roosevelt and talk it over. Now I had worshipped at Roosevelt's shrine and had heard of him all my life, and I thought to myself, "Sure, I will go down and talk to him; I am tired, it will be an interesting experience."

■ I went down. Will Hays got me in a machine and drove me out to Oyster Bay for lunch. We got there and I will always remember Col. Roosevelt waiting for us on the front porch. He was dressed in khaki, with khaki shirt, khaki pants and boots and no hat, and as I came up he put his arm around me and he said,

"I am glad to meet you, Lasker." Hays had tipped off to him who he was bringing. He had studied the name.

He said, "I am glad to meet you, Lasker. They tell me you are America's greatest advertising man." And I am not telling you this to show how smart and quick T. R. was; I am telling it to you to show you how smart and quick I was, because here is what I shot back. I said, "Colonel, no man can claim that distinction so long as you live." Just like that!

Well, I made my mistake right there, I mean in going to Oyster Bay, because it was impossible to come under the influence of Theodore Roosevelt without doing what he wanted. He was irresistible, because he was so faithful, he was so dynamic, so generous, he was so patriotic—he just was everything that appealed to any red blooded man. And, by golly, with no more idea at the start about the Republican party than going home and murdering my wife and children tonight, I left Oyster Bay and only saw Chicago in the next five months for three days. I stayed right there.

■ They settled me down in the Knox Bldg. at Fifth Ave. and 41st St., and there is where I met that other assistant of Will Hays for the first time in my life, Ralph Sollitt. He was his executive assistant. I was Will Hays' propaganda assistant; and all the years I was gone from Lord & Thomas and all the things that didn't go forward that should have gone forward with Lord & Thomas, will be made up many times over to Lord & Thomas through the coming of Ralph Sollitt. Ralph Sollitt has supplied to the business the one thing which I never had and which it is going to be hard to ever give to me—executive ability. I know I have it in certain ways, I can do individual jobs, but I don't think I care to be a real executive.

[Ralph Sollitt was a lawyer and friend of Will Hays, who worked with Mr. Lasker on the Republican National Committee and later served as assistant chairman of the Shipping Board under Lasker. He joined Lord & Thomas as Mr. Lasker's assistant in the fall of 1923, and was put in charge of the Chicago office. He became president of the agency in the early 1930s and retired in 1935. He is now living in Westport, Conn.]

■ Well, we started down there. How Roosevelt got me was this:

He sketched to me how he felt a peace was about to come and that Wilson's mind would drag us into Europe and it must be resisted, and on that I was a fanatic. My father had come to America in 1854, an immigrant boy, to get away from the European system that was grinding down individualism. I had been trained

with the Anglo-Saxon viewpoint of individualism, and I thought that Europe was so blighted by the centuries preceding that they were in, and that America could only help Europe by staying independent. Deeply burned into me then, as today, in the deepest fibre of my being, were the precepts of Washington's Farewell Address. And that is how Roosevelt got me.

I went down there and there was old Ralph and Will Hays and about 12 of us and a Negro usher, and between us all, none of us had ever been in the national headquarters and none of us knew much what the shootin' was about. But we worked all summer and, with the peace about to be made, with an election held ten days before that peace, when everyone knew peace couldn't be two weeks off, with a President who had led America successfully through its greatest war, a Republican Senate and House was elected, and that Senate prevented America going into Europe. I don't believe America ever produced a greater man, with greater ideals, one who will leave his mark of fineness on the history of mankind, more than Woodrow Wilson. There is no limit to my admiration for him that way. But at this time to have put his dreams into effect would have been, to my mind, calamity for the world.

■ All right. We finished that election. By that time my private fortune, my private business, my private affairs didn't count with me, because I was determined for the sake of my country, which had given so much to me and my family, to do what little I could to defeat the possibility of America's going into Europe. I became one of a group who rallied around Hiram Johnson [Senator Hiram Johnson of California] to run him as the representative of the "fourteen irreconcilables" [a group of senators opposed to U. S. participation in the League of Nations] for the Presidential nomination. Not with any thought that he could get the nomination, but that he would show such strength in a primary campaign that the Republican party, no matter whom it nominated,

would be forced to commit itself against our entrance into Europe. The result was I didn't see Lord & Thomas then all during 1919 and up until the convention of 1920. And when the convention was over and Warren Harding nominated, I wanted to get back to my business, because the business had been running in a rather loose way. I will trace that situation for you later.

■ But a week after the convention the candidate, Harding, sent for me to come to Maryland and told me that Mr. Hays, whom he had made chairman [of the Republican National Committee] had told him of my services and he wanted me to stay in charge of propaganda. I told him that my one interest in the Republican party was to keep America out of Europe and that I would be willing to work for him as long as he stayed committed to that policy. But if ever he changed on that policy, he could count—not that I would feel I had deserted him—but that he had deserted me.

He was a man of the utmost integrity, a man to whom you could unburden your thoughts and your soul, and, in his own sweet way he put his arm around my shoulder and he said, "Well, Lasker, let's agree on one thing, that we will never fall out over our disagreements, though we may change."

[Mr. Lasker's views on America's place in the world changed later in life. He eventually became one of Wendell Willkie's strongest supporters in "One World," and later did what he could to advance the Roosevelt-Truman foreign policy.]

I started to work for him. He and I hit it off fine. He gave me every chance in the world, just as did Theodore Roosevelt when I was working for him. The whole time I worked there for that Republican Committee Roosevelt gave me more chance and more credit than I was entitled to. And it was the same way with Will Hays. Gee! If clients who pay you would only treat you as well as politicians who need you, this would be a great life!

"You Can't Beat Someone With No One"

A political axiom that fits advertising

POLITICIANS have an expression: "You can't beat someone with no one." The opinion held by many of the knowing ones that Coolidge could be re-elected is somewhat influenced by that thought.

"Coolidge," they say, "is today America's outstanding political someone. The only one everybody knows. The only one whose achievements everybody knows. All other aspirants, no matter how deserving or how well known, do not achieve being the political 'someones' Coolidge is today and therefore Coolidge could be re-elected if he chose to run."

The same problem of "being known" presents itself in advertising. If you advertise in a field where a competitor spends five hundred thousand dollars

you can't expect to beat him with a fifty thousand dollar appropriation. If he spends five million dollars you can't expect to shake him with five hundred thousand dollars.

That's because the most heavily advertised product in any field is someone in the public's mind. And thus is hard to shake. To be someone yourself, in the mind of the millions, you have to use heavy ammunition too.

That does not mean that a fifty thousand or a five hundred thousand dollar appropriation cannot be made to pay even in a field where there is ten times as great competitive expenditure. But to expect leadership under that handicap, or even near leadership, is a folly. Jack the Giant Killer lives outside the realm of modern advertising.

Outstanding leadership in advertised lines is held by advertisers who believe the best advertisement in the world means but little unless it is published as widely as in competitor's advertising. And that means expenditures based on what competition spends in the field. It may be one hundred thousand dollars or it may be a million. It varies with the field.

Take any branch of advertised industries, and the point proves itself: Take General Motors, Hudson-Essex,

Chrysler, Nash in the automobile field. Take Palmolive, Ivory, Lux, Lifebuoy, Woodbury's in the soap field. Take Quaker Oats, Kellogg's, Post in the cereal field. Take Pepsodent, Forhan, Listerine, Colgate, Pebecco, in the dentifrice field. Take Campbell's Soup, Lucky Strike Cigarettes, Camel, Chesterfields, Take Phillip's Milk of Magnesia, Bayer's Aspirin, etc.

All are the "Someones" of their respective fields.

And they stay that way by continually letting the reading millions know that they are someone more widely than their competitors.

Which makes it very difficult for a No One to take place with them in their fields.

Common-sense advertising principles dictate that where leadership, or place among the leaders, is the goal—competitors' dollars must be matched, to more or less extent at least, with your own.

LORD & THOMAS AND LOGAN Advertising

CHICAGO 400 North Michigan Avenue
LOS ANGELES 1111 South Broadway
SAN FRANCISCO 421, Bank Street
NEW YORK 147 Park Avenue
WASHINGTON 400 14th Street
LONDON Victoria Station

TIMELY TOPICS—This ad for Lord & Thomas, which was published in 1927, makes a pertinent and timely political observation, and an equally interesting observation on the powers and limitations of advertising.

All of this is leading up to this advertisement that we are running. Don't think this isn't. But I want to bring a unity; it is all leading up to it. I don't want you to think that I am going afieled or that anything that I am telling you is extraneous, because when I get through you will see that it all leads up into a sum total. I

could, if I wanted to, talk about myself, talk for as many months as I am going to talk to you hours. I am only talking that part about myself that is necessary to explain the background of these advertisements, and in leading up to these advertisements we will work backwards once again, then we will work forwards.

Next week: Two interesting interludes in the non-advertising life of Lasker. He is instrumental in creating the baseball "czar" system after the White Sox scandal, and he gets pushed into the job of U. S. Shipping Administrator.

Salesense in Advertising . . .

It's IDEAS-Not Tricky Typography- That Capture and Hold Reader Interest

By James D. Woolf Advertising Consultant

Although the operation of the eye in reading has long attracted scientific investigators, its capacity and habits seem to be little understood by many admen. Note the typographical monstrosity reproduced herewith. How any professional admaker can be so blind to optical considerations, is a mystery that baffles me completely.



James D. Woolf

Examine the contents of any magazine or newspaper and you will find dozens of advertisements that violate, in both general arrangement and typography, fundamental principles concerning the power of the eye easily to pick up words, or groups of words, and pass them on to the apperception of the mind.

of immense help to such as these—or a great discouragement.

More than 50 years ago psychologists demonstrated that the eye is daunted by long lines of type and stumbles through them laboriously. They showed that when a line is short—three inches, say, at the most—the eye is encouraged to do its best. As against this, their laboratory tests demonstrated that when the line is long the discomfort to the eye may be such that the reader shifts his attention to something else more inviting.

Yet this simple principle of optics is consistently ignored not only by admen but by magazine editors. Typical is the page, reproduced herewith, from July Cosmopolitan. The lines of type are nearly six inches long, or almost three times the

"God Love You"

The story of Bishop Fulton Sheen, America's stunning new star

It is the story of the most famous man in America... Bishop Fulton Sheen... a man of God... a man of letters... a man of action...

length of the line (12 picas or so) to which our eyes have been so long attuned. A Corning Glass Center page, in The New Yorker, seeks to pass its message into the consciousness of the magazine's readers with lines of type seven inches long, all caps, set solid. Typography of this sort may be defended on the grounds of elegance, but I fail to see why it isn't possible to achieve "arty" effects and easy readability simultaneously.

I make no pretense of being an authority on matters of typography. But I do try to exercise ordinary sense and good judgment in planning layout effects and typography. The expert in typography may devote a lifetime to the skillful use of type. To the adman, however, of major importance is the ability to judge legibility and appropriateness.

The rules, it seems to me, are simple enough. I have no use at all for reverse effects—white type against a black background—after the manner of the Acrobat ad shown here, especially when the type size is small. Through force of long habit, beginning with Mother Goose, the human eye has been conditioned to black letters on white paper. This is a habit that may be regarded as having a certain stability

Acrobat advertisement featuring a man in a hat and a woman, with text: 'The most versatile in rugged Bonded Soles', 'GUARANTEED FOR 3 MONTHS WEAR', 'ACROBAT SHOES with growing foot design', '\$4.95 \$6.95'

It must always be remembered that few people read with the ease and speed of Gladstone, who, so biographers tell us, was able to devour a page of type with a glance. Since the speed of a reader depends to a large extent upon his general intelligence and his mental agility, millions of America's so-called "common people" read ploddingly. Typography can be

The Creative Man's Corner . . .

RICHARD HUDNUT Masters of scientific hair preparations urge you to READ THIS NOW!

You'll feel like crying ...but crying won't help!

A message of vital importance to women who care about the beauty of their hair... about hidden hair damage and non-neutralizing home permanents.

The words you see above are meant to tell you that you are not alone in your struggle with hair damage. It is a common problem, and one that can be solved. The secret is in the use of the right hair preparation. Richard Hudnut's new permanent is the answer. It is a permanent that does not damage the hair. It is a permanent that is gentle on the scalp. It is a permanent that is easy to use. It is a permanent that is the only one of its kind. It is a permanent that is the only one that is truly permanent. It is a permanent that is the only one that is truly beautiful. It is a permanent that is the only one that is truly yours.



Richard Hudnut

RICHARD HUDNUT is a division of WARNER-HUDNUT, INC. - Pharmacologists - Biologists - Proprietors

A Good, Long, Hard Swing

We have long coveted an opportunity to come to grips with the perennial question of long versus short copy, and this Richard Hudnut ad (which has already received a tremendous amount of publicity over its challenging content) seems that long awaited opportunity.

This advertisement takes a good, long, hard swing at home permanents advertised as not requiring a neutralizer. Superficially, it seems a very altruistic undertaking to keep women from losing their crowning glory by giving themselves a home permanent without using a neutralizer. Underneath it all, however, is a neat Vassarette intended to hold them to Hudnut and not have them reach out for a short-cut home permanent.

We don't wish to take a pro or con position on neutralizers. The hair on our aging pate is so hopelessly ruined (we understand water did it) that home permanents, neutralizers and even genuine rubber or even plastic combs are beyond our sphere of interest. Nevertheless, copy isn't. And one of the things we like about this Hudnut ad is the length of its message.

When we hear self-appointed experts say, "But people don't read long copy," we are always quick to agree with them. In the aggregate, "people" don't read long copy. But the average advertiser doesn't sell millions of customers every day. He doesn't have to reach the entire population with every ad he publishes. His principal object should be to reach those, and only those, who are currently in the market and about to buy. And these people want information—as much as they can get.

But over and beyond the interested few—as opposed to the uninterested many—are the very people who refuse to read advertisements featuring several hundreds of words of copy. These people at least see these ads—they have to see them to make up their minds not to read them. And, in our humble but nonetheless firmly held opinion, when they see an ad with so much copy in it that they decide to pass it by, they at least say to themselves, "This must be an important message, or the advertiser wouldn't have used so many words."

Trouble with short copy is, it's too easy to read—a reader can find out all too quickly it's just so much wind and weather. It is quite possible that long copy—by its very quality of discouraging careful reading—does more to implant a feeling of conviction by not being read than short copy possibly can by being read.

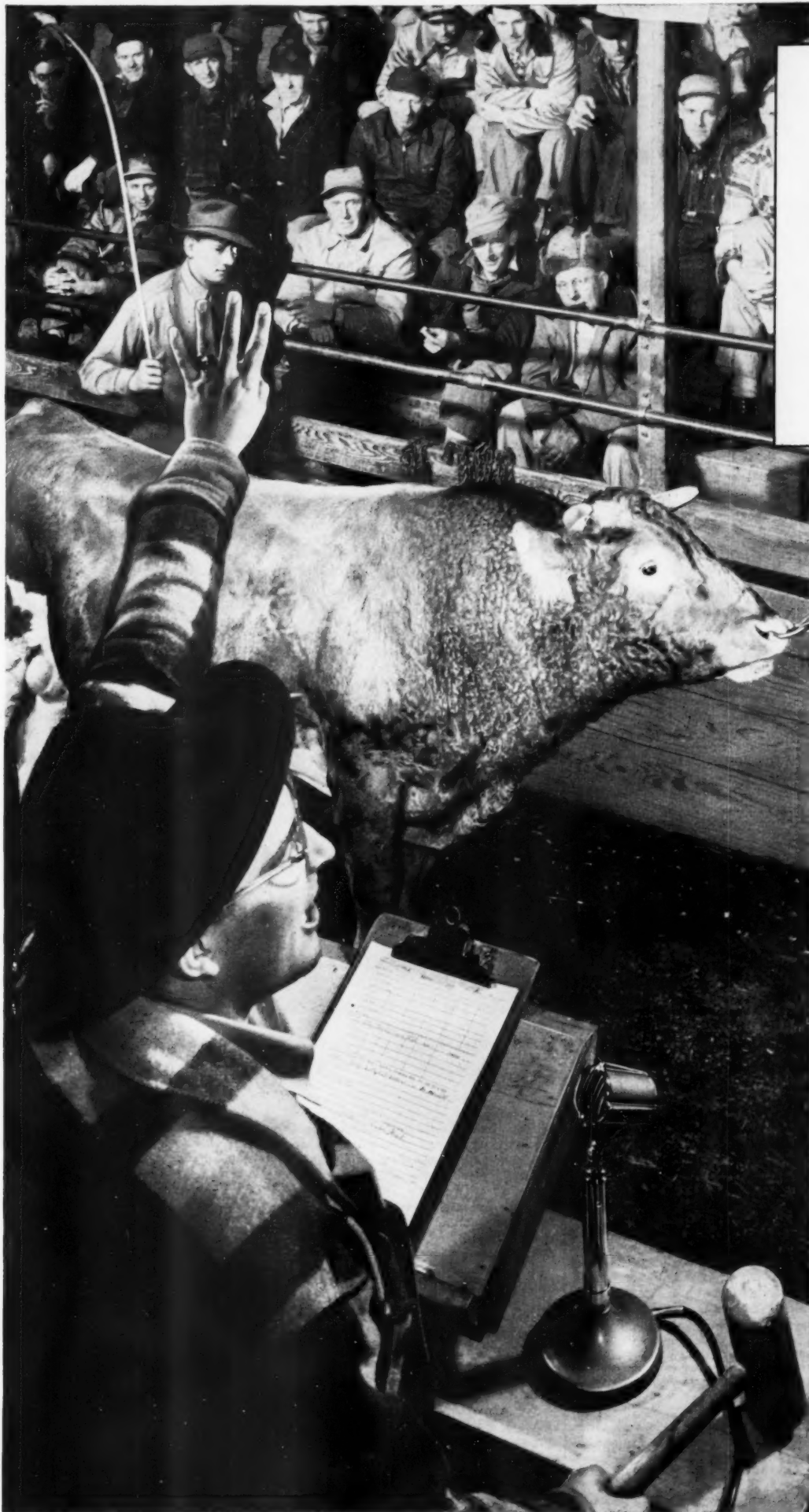
We could have said all this in far fewer words but, after all, you did read down to here, didn't you?

or fixity of character, so that it offers resistance to change. The normal average reading speed is said to be about five words per second—when the type is the conventional black on white. I have no figures to prove it, but it's my guess that reverse effects slow up reading time by 50%.

I think also that italic, cursive, and script types, and other faces that resemble handwriting, should be used sparingly. I have seen page advertisements in which the whole body of text, 300 words or more, was set in italics. I cannot see wherein the effect thus secured, however "artistic" it may be, is worth the price that is

paid in loss of legibility. Italic faces, together with swash letters and linked letters, are valuable for emphasis and decoration when used stingily. When used with abandon they are a hindrance to the transmission of thought and surely do nothing to conserve one's power of reading.

We all know, of course, that certain type faces are more legible than others. The white spaces in some faces fill up easily. Because of the tiny openings in the lower-case letters, the small sizes of some faces, such as Cooper Black, produce poor legibility in newsprint and other soft paper stock.



*the real
"bull market"
for your
product*

**Twice the Income Gives
the Midwest Twice the
Sales Potential**

There's always a "bull market" in the Midwest. Out here, it's the real thing.

In the 8 states served by the five Midwest Unit Farm Papers, you'll find nearly one-third of all the cattle and calves of the U.S. — 25,750,000 head. Good sires, always in demand, are bought and sold at fancy prices at public auction and private sale.

**MIDWEST FARMERS ARE IN THE MONEY...
AND THEY'RE IN THE MARKET**

The 1,282,060 Midwest Unit subscribers have:

- Twice the income of average U.S. farm families.
- Twice the investment in land, buildings and machinery.
- Twice the cattle.

They're in the market for vast quantities of everything it takes to operate modern farms and farm homes. They tell you how "bullish" they are in "1952 Buying Intentions", a new survey totalling up their demand for some 300 different products and services. Get your copy now to determine your Midwest sales potential.



MIDWEST Farm Paper UNIT



RICHEST FARM MARKET IN THE WORLD

OFFICES OF MIDWEST REPRESENTATIVES AT:
250 Park Avenue, New York ... 59 East Madison Street, Chicago
Rum Building, San Francisco ... 1324 Wilshire Blvd., Los Angeles

IN THE MIDWEST, FARMING IS BIG BUSINESS... AND GOOD LIVING

I am well aware that legibility is not the sole objective in advertising typography. Type, by its design, may impart a mood. McCormick-Armstrong, the well-known printing people in Wichita, put it this way: "Type is capable of producing emotional responses in the reader in exactly the same way that the words, cadences and inflections of the orator affect his listeners. The type-face itself, as well as the arrangement of body and display matter, must be varied with regard to the nature of your audience as well as the subject of your message."

With this I thoroughly agree. But I suspect that at times, in our eagerness to achieve typography that imparts a mood, we suffer too great a loss in legibility. Usually, though, the reason for bizarre and unconventional typography and cockeyed layout arrangements has nothing to do with "imparting a mood." The reason is the mistaken notion that *manner*—rather than *matter*—is the stuff that most effectively captures the reader's attention.

Nothing, of course, could be further from the truth. As a "device" for seizing

and holding the reader's attention and interest there is nothing under heaven so powerful as an IDEA. No arrangement of the physical elements in an advertisement—no matter how unconventional, grotesque, fantastic, or artistic it may be—can ever be a satisfactory substitute for an IDEA.

What is an IDEA? Let me quote Marion Harper Jr., president of McCann-Erickson Inc.: "... ideas are what people buy, and ideas are what sellers are going to have to sell. Ideas, if you stop and think about it, are what we brush our teeth with. Ideas are whom we marry; where we live; what we do to earn a living.... Ideas are the clinchers of human decisions, and they are the determinations of our behavior..."

Get yourself an IDEA—and pass it on to the reader in simple words and in an easy physical form that will encourage the eye to do its best.

*Quoted from address by Marion Harper Jr., 48th Annual Convention, Advertising Federation of America.

The Eye and Ear Department...

Miss Francis and Her Rotators



Arlene Francis

When television first started weaning listeners away from radio, it was confidently forecast that one category in which TV would never supplant radio was the quiz show. Not enough movement, not enough scope for the camera—or so said the forecasters.

These days it is difficult to twist a dial without coming smack up against another panel or quiz show. It seems almost as if—when a sponsor is hard pressed for a show—his one salvation is a quiz show. One of the latest of these is "Who's There?"—sponsored by General Foods for Gaines dog food on CBS-TV, Monday nights, from 9:30 till 10.

"Who's There?" features Arlene Francis as quiz mistress, three panel guests and one rotator. The last named rotates several times during the show. He—or she—starts off as a personality to be guessed and, once his—or her—identity is established, joins the other members of the panel, until the next personality is identified, when the first personality leaves and the second takes his—or her—place. Seem confusing? You ain't heard nothin' yet.

The personality starts off as a knock on the door. Miss Francis inquires, archly, "Who's there?" The personality enters, is identified for the studio and home audience, but remains behind a screen as far as the panel is concerned. Miss Francis then exhibits various objects intended as clues to the personality's identity.

The trouble with these items is that they seem to make sense when you start with the personality, but absolutely none when you start with the item. Several slices of bread, for example, were intended to suggest Kansas, birthplace of Zasu Pitts. Even when the panel managed to guess Kansas, the personality thought of was Dwight D. Eisenhower.

Viewers write in to suggest the various personalities to appear on the show. The panel is given several opportunities to guess their identity. As it fails, the viewer is sent a higher and higher sum—plus a case of Gaines dog food, which seems fairly low esteem in which to hold the viewer.

The show is hidebound with rules, which are never explained, and the panel gets every bit as confused as the home audience, if not more so. In fact, one reaches the point at which one doesn't care if the personality shown sitting silently behind the screen is identified or not. The show creaks from pure fabrication and the only suspense offered is the question of how long it is going to hold together.

The commercials, on film, show dogs prancing around garden lots in what is termed the "prime of life." Gaines is urged on your dog to provide him with a longer prime of life—a rather indecent suggestion for television if this reviewer hasn't been misled about the significance of that term. The most convincing part of the commercials is that in which Gaines is contrasted in different ways with "ordinary" dog foods. Taken as a whole, however—entertainment and commercials—"Who's There?" is strictly for the dogs.

Mail Order and Direct Mail Clinic...

Keep the Ghosts Out of Letters

By Whitt Northmore Schultz

Too many of us write letters as if we were mentally musclebound.

Too many of our letters are cold, stiff, unfriendly. They do a good job of killing

sales and building bad will. They lack pep and vigor. They're too often heavy with hackneyed phrases like some I've been collecting for the past few days.

If you want your letters to sell, bring

inquiries, build good will, reflect an alert and able person and organization, I suggest you avoid the following ghosts in all your correspondence:

- "We have yours of the 10th."
- "We beg to remind you."
- "According to our records."
- "We're enclosing herewith."
- "In answer to your letter of."
- "At the present time."
- "Entertain your suggestion."
- "In the near future."
- "Please find enclosed."
- "Please see attached literature."
- "Relative to."
- "In accord with our agreement."

- "I remain."
- "If we can help you further."
- "Thanking you in advance."
- "Trusting you will take the action mentioned above."
- "Believing you will want to try."
- "Looking forward to serving you."
- "We beg to remain..."

These are just a few of the ghosts that creep into everyday letters. Avoid them. They label you as a tired-out letter writer who doesn't care much whether his letter is read or not.

Always attempt to give your letters spark and life. Let them talk for you in language and do a friendly selling job.

Looking at the Retail Ads

By Clyde Bedell

Boston is one of the great cities of the United States. It has a dozen daily and Sunday papers, not to mention seven special Saturday editions. The largest retail lineage user in the world is in Boston. There should be vast advertising wisdom and leadership there. What do you think of these typical Boston ads?

These ads, clipped in Boston, are like hundreds running there—where white space is sold, but seldom advertising. Great stores and small seem to compete with one another in an effort to confuse and obscure advertising stories.

1. Filene's is one of the most originally promoted stores in the country. They travel over the world to put together terrific promotions. Their extravagantly conceived plans are as tightly controlled and contrived as a nest of boxes. Most recently, a terrific promotion on man made fibers—with remarkable window and interior displays. But see how the store manages a modest area of white space in which it is to tell some part of such a story. Here is about as much control and contrivance as a man has raking leaves in a cyclone.

2. This ad offers only two items for sale, mentions no others, doesn't even intimate what kind of a store YANKEE MAID is. But indulges in the sweeping comment, "Undoubtedly you'll find it at

Yankee Maid." "IT"? Is the ICE TUB vacuum? What's its size or capacity? Or at a mere \$10, doesn't any one care? Are the dancers (Can-Can) etched in color? It's nice when advertisers remember they're selling a parade. Not a static market. Plenty of space here to make the ad far more productive.

3. Heading here should be "3 incomplete expressions in modern." Or maybe the ad is supposed to be a puzzle at space rates.

4 and 5 are ads about Fur Storage. Filene's assumes every woman knows what all is involved, so declares nothing except that you can get a bonded messenger to pick up your furs any hour of the day or night. As though that were the principal obstacle in the way of getting more fur storage business. In ad 5, Jordan Marsh does a passive and "for heaven's sake, let us not be emotional," informative job. But fearful lest they take unfair advantage of a competitor (Filene's) by actually imparting information in their ad, they considerably (for Filene's) muddy it all over with gray so only a few sharp-eyed people can read-it. They also say in a small box under the "Hollanderizing (fur cleansing by Hollander)" headline: "Special attention given Women's and Men's Coats and Suits." And I didn't even know men and women in Boston wore fur coats and suits!



'THERE WAS A WAY...

TODAY, THERE IS A BETTER WAY...

Just as the painstaking drudgery of the old fashioned flat iron has given way to the modern electric iron and ironer, yesterday's space buying has been replaced by more scientific media selection.

With First 3's "Sunday Punch" you reach over 6,700,000 families. And in 1,457 Cities and Towns that account for 35% of total U. S. Retail Sales, First 3 Markets Group delivers 47% average family coverage.

There is a better way to sell your product... use

The group with the Sunday Punch



**New York Sunday News
Chicago Sunday Tribune
Philadelphia Sunday Inquirer**

*Rotogravure • Colorgravure
Picture Sections • Magazine Sections*

*New York, 17, N. Y. News Building, 220 East 42nd Street, VAnDerbilt 6-4894 • Chicago 11, Ill., Tribune Tower, SUperior 7-0043
San Francisco 4, Calif., 155 Montgomery Street, GArfield 1-7946 • Los Angeles 17, Calif., 1127 Wilshire Boulevard, MIchigan 0259*

Headache Remedy Brand Loyalty Analysis Turns Up Two Unsuspected Problems

By Dr. George H. Brown
Professor of Marketing, School of
Business, University of Chicago

Headache remedies comprise the seventh of nine product classes in which brand loyalty is being studied by means of a purchase analysis. This analysis covers the buying behavior of 100 families selected at random from the consumer panel conducted by the Chicago Tribune.

Margarine, toothpaste, coffee, all-purpose flour, shampoo, and ready-to-eat cereals already have appeared in the June 9, June 30, July 14, July 28, Aug. 11, and Sept. 1 issues of ADVERTISING AGE, with concentrated fruit juices and soaps scheduled for publication in the next few weeks.

In each case, the detailed purchases of a separately selected group of 100 families is shown in order to give as much flavor as possible to the statistical analysis of the brand loyalty—or lack of loyalty—in family purchase patterns.

The purpose of the series is to call attention to the problem of brand loyalty in order to disabuse some widely held notions about the presence or lack of loyalty in the purchases of given products. A secondary purpose has been to explore various methods for measuring the differences in loyalty between products and brands, and to compare the over-all buying patterns for different product classes.

Data on 100 families are more than adequate for these purposes, but the small size of the sample and the fact that it is selected only from those families which reported regularly every week during the year 1951 make the statistics unreliable for measuring brand position in the Chicago market, brand preference by family type, etc. Used properly, however, the information on the nine products will give a considerable insight into the nature of consumer buying behavior.

As an example of the value of the multi-product approach, the inclusion of an analysis of headache remedies brings to light two unsuspected problems in the measurement of brand loyalty. The major of these problems is the simple fact that many families apparently buy a year's supply or more of a headache remedy in a single purchase. This leaves us with the problem of determining whether or not this pattern is a demonstration of loyalty. If we accept the single purchase as evidence of loyalty, how then can we handle the case of the family that is a light user of the product class and hence makes only one or two purchases within the time period we have under consideration?

TABLE 1
Frequency Distribution of Dollars of
Headache Remedies Purchased
per Year

Range	Number of Families	Range	Number of Families
\$0.00 (in proportion)	22	4.01-4.25	—
.01-.25	11	4.26-4.50	—
.26-.50	9	4.51-4.75	1
.51-.75	18	4.76-5.00	3
.76-1.00	9	5.01-5.25	—
1.01-1.25	10	5.26-5.50	2
1.26-1.50	6	5.51-5.75	—
1.51-1.75	4	5.76-6.00	2
1.76-2.00	5	6.01-6.25	—
2.01-2.25	9	6.26-6.50	—
2.26-2.50	4	6.51-6.75	—
2.51-2.75	2	6.76-7.00	—
2.76-3.00	2	7.01-7.25	1
3.01-3.25	—	Total Purchases	100
3.26-3.50	—		\$293.40
3.51-3.75	1		
3.76-4.00	1	\$1.01-1.25—Median Range	

Actually, these problems are part of a larger problem involved in a precise definition of brand loyalty. We have defined loyalty as purposive, non-random buying behavior. This is a necessary but not a sufficient condition for brand loyalty. Individuals may purchase a particular brand regularly because it is low in price, a behavior that should be defined as price

TABLE 2
Market Share by Brands of
Headache Remedies

Brand	% of Dollars
Bayer aspirin tablets	27.2
Anacin tablets	21.6
Alka-Seltzer tablets	16.1
Walgreen tablets	7.3
St. Joseph tablets	3.5
Empirin compound tablets	3.4
Cal aspirin tablets	2.8
B. C. powder	2.3
Bromo-Seltzer powder	2.1
Worthmore tablets	0.6
18 other brands	13.4
	100.0

TABLE 3
Frequency Distribution of Number of
Brands of Headache Remedies Purchased
per Family

No. of Brands	No. of Families
1	49
2	32
3	11
4	3
5	3
6	1
7	—
8	—
9	1
10	—
	100

loyalty rather than brand loyalty. Or individuals may select a particular brand regularly because of habit or because it is too time-consuming to make a brand determination at every purchase.

Again, the preference for one brand may be a result of a tendency to shop in one store that features a particular brand, thus making it easier to take that brand than some other. In the pure sense, we would like brand loyalty to mean that the buyer has some reason for buying a brand that is unique to that brand alone, so that the purchase will be continued in spite of lower prices for other brands or in spite of the fact that the favored brand may be out of stock or temporarily unavailable.

We could, in fact, define loyalty in terms of the degree of resistance to change that a given buyer possesses, if it were possible to do so. In the case of headache remedies where, contrary to the situation for most products, the storage cost is small, the buyer is choosing between the freedom to select another brand and the higher price per unit that must be paid for smaller unit packages.

The decision to buy the large package may therefore mean that any one brand is as good as any other, or that the selected brand has the desired quality, so that the loss of freedom to select another brand is, in either case, not an appreciable loss—with the consequence that price wins.

As a practical means of solving this problem, it was decided to consider the purchase of a single large package as insufficient evidence to warrant a classification. It was decided further to consider the purchase of two large packages at a single transaction evidence of loyalty—on the basis that the savings involved were so small that a considerable willingness to use the brand was demonstrated. This procedure automatically takes care of the small user who purchases one or two minimum-size packages during the time period being studied.

The minor problem (of the two unsuspected problems raised by the headache remedy product class) arises from the situation in which a single product has multiple uses. In this situation the brand may be purchased for a non-product-class use. To be specific, Alka-Seltzer is sold

both for upset stomach and for headaches, but there is no reason why a family should not decide on some other product for the headache remedy while using Alka-Seltzer for stomach distress.

The only way to determine this is by personal interview, although an occasional purchase of Alka-Seltzer or other multiple product could be considered as falling outside the product class being studied. In the set of families represented by the present profile, there were no cases where this actually became a problem so no specific provision for this situation was necessary.

With these two special problems in mind, each of the families in the profile was classified according to its loyalty, using the five-fold classification scheme outlined in previous studies. For details, see particularly the recent analysis of ready-to-eat cereals (AA, Sept. 1). Because of the multiplicity of brands and the infrequency of purchase, three consecutive purchases or more were considered evidence of loyalty.

When analyzed in this fashion, the profile families classify as follows:

Class	No. of Families	% of Classifiable
Undivided Loyalty		
1A one brand exclusively	19	
1B one brand primarily	5	46
	24	
Divided Loyalty		
2A unequally divided loyalty	7	
2B equally divided loyalty	5	23
	12	
Unstable Loyalty		
3A single change in buying pattern	3	
3B temporary change in buying pattern	—	
3C two or more changes in buying pattern	—	6
	3	
No Loyalty		
4 four or more purchases with no evidence of loyalty	13	25
Unclassifiable		
5 three purchases or less	48	
Total	100	100

If we had set our standards so that the single purchase of 100 tablets of aspirin would be considered as evidence of loyalty to the brand, 11 families would be moved from class 5 to class 1A. On the other hand, if we had held strictly to the rule of three or more purchases all in one brand, five families would be removed from class 1A above and placed in class 5.

In either event, there can be no question that loyalty to headache remedies is high relative to the evidence of switching or lack of any loyalty. In fact, it is quite possible that some of the families in class 4 have divided loyalty but that their frequency of purchase is so small that the evidence of a pattern cannot be shown in so short a space of time as a calendar year.

This evidence of loyalty is not surprising in a product affecting the health and well being of the family. In fact, it is worth comment that as many as 25% of the classifiable families give evidence of a willingness to use any one of several different brands.

In terms of the specific families included in the profile accompanying this article, family 042 is one of the few that gives evidence of a change in buying behavior during the period. After buying 100 tablets of Bayer aspirin, the next four purchases alternate between 100 tablets

of Anacin and 1.28 oz. packages of Bromo-Seltzer. Finally, the purchases concentrate on 100-tablet packages of Anacin.

This family is classified as 3A, signifying a change from divided loyalty to undivided loyalty, leaving, as always, the feeling that some category such as 2A might better represent the high tendency towards the purchase of one brand.

Family 073 exemplifies the type of family which purchases a year's supply at a time. It bought two 100-tablet packages

How to Read the Purchase Profile

The tabulation on the opposite page is an actual profile of headache remedy buying during 1951 by 100 users of the product as developed by the Chicago Tribune consumer panel.

The column headed "Family Number" is the number of the family on the panel records, and is shown for identification purposes.

The column headed "Family Type" is a key to race and nativity, owners and renters, family size, and income. If the first digit is 1, the family is native white; if it is 2, the family is foreign-born white; if 3, it is a non-white family. If the second digit is 1, it means the family owns its own home; 2 means it rents. If the third digit is 1, it means the family has one or two people in it; 2 means it embraces three or four people; 3 means it has five or more members. If the fourth digit is 1, it means the family income is under \$3,000; 2 means it is between \$3,000 and \$5,000; 3 means it is over \$5,000.

For example, Family 021 is native white, owns its own home, contains one or two people, and has an income of between \$3,000 and \$5,000.

The remaining columns report the purchase, by brand and size, of headache remedies for each month of the year. The first purchase each month is shown at the upper left of the space for that month; the next purchase is immediately to the right. Where more than one line is required, the purchases on the second line in any month follow those on the first line.

In all instances the brand names are coded with two lower case letters. The number of packages bought in one transaction is shown by the digit preceding the letters; hyphenated symbols denote concurrent purchases of different brands or sizes. In this table a new feature is introduced—the numbers following the letter symbol denote the size of package according to the number of tablets or papers of powder contained, with the exception of brand br (Bromo-Seltzer). For this brand, the quantity is given in ounces and is so designated in each case.

Key to Code of Brands in Sample of
Headache Remedy Purchases

Code	Brand	Type
ad	A. D. S.	tablets
as	Alka-Seltzer	tablets
an	Anacin	tablets
ba	Bates	tablets
by	Bayer aspirin	tablets
bo	B. C.	powder
br	Bromo-Seltzer	powder
bu	Bufferin	tablets
ca	Cal aspirin	tablets
ce	Certified	tablets
cc	Crescent	tablets
dg	Druggists Guild	tablets
du	Dulcet (Abbott)	tablets
em	Empirin compound	tablets
hy	Hansley	tablets
mk	McKesson	tablets
mt	Monacel	tablets
nw	Norwich	tablets
ps	Presion	tablets
rx	Rexall Pure Test	tablets
sj	St. Joseph	tablets
sa	Sears Approved	tablets
sq	Squibb	tablets
st	Stanback	powder
su	Supreme	tablets
ve	Vericles	powder
wa	Walgreen	tablets
wm	Worthmore	tablets

in a single transaction and the transaction was the only purchase reported for the year. In accordance with the previous discussion, this family has been classified as 1A (exclusively one brand).

Family 356 presents a special problem, in that the purchase of two 100-tablet packages of Walgreen's aspirin follows the purchase of a 100-tablet package of Anacin. Since this family's three packages are divided among two brands, it has been grouped in class 5 (unclassifiable) rather than in 2A (unequally divided loyalty). This is particularly the case since the purchases occurred within a three-month period.

Another problem case is family 385, which made three 25-unit purchases of Alka-Seltzer followed by a purchase of a single 200-tablet package of Druggist Guild aspirin. In view of the fact that the purchases are well divided over the year, the family has been classified as 2B (unequally divided loyalty). However, it may be argued that the purchase of a single 200-tablet package seems very small evidence on which to base a claim for loyalty.

Another similar problem arises from a consideration of family 406, which purchased a 30-tablet package of Anacin, two 100-tablet packages of Walgreen's aspirin, and two 100-tablet packages of McKesson's aspirin. While this family might be considered as dividing its loyalty between the Walgreen and McKesson brands, with an occasional purchase of Anacin, it seems more reasonable in view of the brands purchased to believe that there is little or no loyalty to any one brand and, hence, that the classification in group 4 (no loyalty) is warranted.

TABLE 4
Families Using Brand (Headache Remedies) at Any Time

Brand	%	Brand	%
Bayer aspirin tablets	52	Sears Approved tablets	2
Anacin tablets	32	B. C. powder	1
Alka-Seltzer tablets	23	Certified tablets	1
Walgreen tablets	14	Crescent tablets	1
St. Joseph tablets	9	Druggist Guild tablets	1
Worthmore tablets	9	McKesson tablets	1
Bromo-Seltzer powder	8	Monacet tablets	1
Aspirin compound tablets	7	Norwich tablets	1
Empirin tablets	4	Preston tablets	1
Small Pure Test tablets	3	Squibb tablets	1
B. S. tablets	2	Starback powder	1
Notes tablets	2	Supreme tablets	1
Cal aspirin tablets	2	Vericep tablets	1
Milcat (Abbott) tablets	2		
Hanley tablets	2		
		Total brands in sample	28

Special mention should be made of family 883, which purchased both Anacin and Bayer aspirin in a single transaction, indicating an individual loyalty to each brand on the part of different members of the family. However, since there were no repurchases of either of these brands, the family has been classified as 5 (unclassifiable).

As a final word, perhaps we should notice the strong interest in B. C. tablets on the part of family 919. Actually, however, the high interest is due in large part to the frequent purchase of small units, so that the intake per family is really less than family 946, which averages better than one Anacin tablet a day for the entire year.

In general, the consumption rate for headache remedies is comfortably low, assuming that all purchases are reported

TABLE 5
Comparison of Market Shares of Headache Remedies by Per Cent of Volume and by Per Cent of Families Sold

Brand	Per Cent of Volume	Per Cent of Families	Ratio (approx.)	
			Per Cent of Volume	Per Cent of Families
Bayer aspirin tablets	27.2	52	1.9	
Anacin tablets	21.6	32	1.5	
Alka-Seltzer tablets	16.1	23	1.4	
Walgreen tablets	7.3	14	1.9	
St. Joseph tablets	3.5	9	2.6	
Empirin tablets	3.4	7	2.1	
Bromo-Seltzer powder	2.1	8	3.8	
Worthmore tablets	0.7	9	12.8	

TABLE 6
Analysis of Volume Concentration of Purchases for Four Brands Headache Remedies Dollars per Brand per Category

Classification*	Alka-Seltzer		Bayer aspirin		Bromo-Seltzer		Worthmore	
	\$	% of	\$	% of	\$	% of	\$	% of
Over 75%	10.01	39.4	18.66	43.6	.29	8.8	.32	31.1
50-74.9%	8.27	32.5	12.08	28.2	.57	17.2	—	—
25-49.9%	4.09	16.1	7.56	17.7	—	—	.07	6.8
0.1-24.9%	3.06	12.0	4.47	10.5	2.45	74.0	.64	62.1
Total	\$25.43	100.0	\$42.77	100.0	\$3.31	100.0	\$1.03	100.0

*Classified into categories showing percentage of a single family's purchase accorded to one particular brand.

in the diaries. While it might be possible to build a case on the ground that 74.7% of all families in the panel indulge in self-medication, the degree of usage seems reasonably small.

Table 1 indicates that the median family buys between \$1.00 and \$1.25 in headache remedies per year which, at 1952 prices, can hardly be called excessive. One of the interesting aspects of the total buying behavior is the fact that the group of headache remedies conforms very closely to the rule we have observed for all other product classes studied in this series, in that the top 20% of the user families (in terms of dollars spent per year) account for 51% of the total dollars spent by the profile families. The middle 60% of families account for 46.5% of the dollars spent for headache remedies. The lowest 20% of the families in terms of usage account for only 2.5% of the dollars spent for this product.

The high uniformity of these percentages from product class to product class indicates that the pattern is a function of size of family or some other external element rather than taste, habit, or some factor which could be expected to vary from product class to product class. This hypothesis will be tested in the next article in this series.

Continuing with the standard analysis developed for each of the products in the series, we come to Table 2, which shows a rather small degree of concentration in the leading brands for a product class with high loyalty. In part, this is due to the chemical uniformity among the various brands of aspirin, which leads to a division of the market, and in part to the marked difference in some of the remedies such as Anacin, Cal aspirin, Alka-Seltzer, and Bromo-Seltzer.

However, since none of these differentiated products has captured a dominant share of the market, the net result is a division of the market into a number of small segments. Even so, the evidence indicates that the top four brands command nearly three-fourths of the dollar market, and all but one of the four top brands are highly advertised.

As Table 3 indicates, 80% of the families buy only one or two brands during a year and fewer than 10% try more than three brands. In large measure this is a result of the infrequency of purchase, but since this in turn is due to the tendency to purchase large amounts at one time, the evidence points to a high interest in price and availability of the product when needed and less toward any interest in trying something new.

The unwillingness to experiment also is brought out in Table 4, which shows that the majority of the brands on the market are used by fewer than 10% of the user families. Only one brand—Bayer—gives any evidence of being used by more than half the user families, with Anacin and Alka-Seltzer reaching one-third and one-fourth of the families using headache remedies, respectively.

The fairly even ratio of families reached to volume achieved indicates that there is little or no tendency for any of the brands to reach the heavy using group nor, with the possible exception of Worthmore aspirin, any tendency for a brand to be used by the infrequent buyers.

A comparison of Table 4 and Table 6

verifies this point, in that the nine families buying Worthmore aspirin averaged 11¢ per purchase, while the eight families buying Bromo-Seltzer averaged 41¢ per purchase and the 53 families buying Bayer aspirin averaged 80¢ per purchase.

Incidentally, Table 6 brings out clearly the status of Bromo-Seltzer as an occasional purchase item, which places it in sharp contrast to Alka-Seltzer's importance to its customers.

TABLE 7
Classification of Families by Percentage of Purchases Accorded Brand Principally Bought Headache Remedies

Classification	% of Families In Each Class
Over 75%	59
50-74.9%	32
25-49.9%	9
0.1-24.9%	—
Total:	100%

(and 100 families)

Table 7, although uncorrected for the large number of one-time purchasers, shows the high degree of loyalty to the selected brand of headache remedy.

So far, all the discussion has been in terms of over-all loyalty to brands of headache remedy without any reference to a single brand. Since the methods of measuring brand loyalty can be applied to any single brand, it seems appropriate to discuss the case in which the number of transactions is relatively small.

Bayer aspirin has been selected to demonstrate the method, since it is used by more than half the families in the profile and consequently gives some base for the figures obtained. Using the direct classification method with specific reference to Bayer, we obtain the following:

Loyalty Analysis for Bayer Aspirin

Class	No. of Families	Tablets Purchased	% of Total Tablets
Undivided Loyalty	11	2,424	35.5%
Divided Loyalty	7	1,772	26.0
Unstable Loyalty	4	360	5.3
No Loyalty	8	866	12.7
Unclassifiable	24	1,400	20.5
Total	53	6,822	100.0

It is worth noting in passing that all of the four families classified as having unstable loyalty switched away from rather than toward Bayer during this period. Quite obviously the sample is too small for this to have any real meaning, but it indicates that it is possible to analyze brand switching when it does occur.

In summary, however, we can say that Bayer obtains three-fifths of its volume in the profile families from loyal users, one-fifth from the occasional purchasers of families with no loyalty to Bayer or any other brand, and one-fifth of its volume from the occasional buyers in the market. Since people are what they are, this isn't a bad record for any given brand of headache remedy.

By way of contrast, the same data have been analyzed according to repeat purchases by quarters during the year 1951. On this basis, any family which bought Bayer in the first quarter and purchased it again in the second quarter is classified as a new buyer in the first quarter and a

repeat buyer in the second quarter.

If the family bought in the first quarter, did not buy in the second quarter but did buy Bayer in the third quarter, it is classified as a "prodigal" in the third quarter. Quite obviously, if we were dealing with monthly data, these classifications would get out of hand, but for the four quarters we can keep track of all possible combinations of new and repeat purchasing. In terms of tablets purchased per quarter, the analysis is as follows for the 53 families in our profile who bought Bayer at some time during 1951:

Analysis of Bayer Aspirin Purchases by Quarters for Profile Families (Number of Tablets)

Class	Quarter of Year			
	1st	2nd	3rd	4th
New	2,682	1,084	136	248
Repeat				
1, 2, 3, 4		920	224	
2, 3, 4			360	100
3, 4				12
1, - 3, 4				412
Prodigal				
1, - 3, -			160	
1, - - 4				100
1, 2, - 4				184
- 2, - 4				200
Total	2,682	2,004	880	1,256

This table should be interpreted to mean that the 2,682 tablets bought during the first quarter were purchased by "new" buyers. During the second quarter, 1,084 tablets were purchased by families not buying in the first quarter and 920 tablets were purchased by families which did buy Bayer in the first quarter.

In the third quarter, 136 tablets were bought by families which had not purchased previously, 244 by families buying in both the first and second quarters, 360 by families buying in the second and third quarters but not the first, and 160 by families buying in the first quarter and the third quarter but not in the second. The fourth quarter should be self explanatory.

In this analysis, the inference is very heavy that Bayer depends upon new purchasers to replace those who drop out, or who fall by the wayside and return as "prodigals." The repeat business from quarter to quarter seems to vanish continually so that it, too, must be fed by an endless stream of new buyers.

Actually, of course, the inferences all result from the method of analysis, since the data are exactly the same as were analyzed by the direct classification method. The quarterly analysis infers that everyone who purchased during the first quarter had never purchased before, which is patently not the case. It also assumes that persons buying in the second, third, and fourth quarters but not in previous quarters had never purchased Bayer aspirin before, which is not likely to be true in all cases, in view of the large number of families who make only one purchase a year.

The requirement that a family buy in every quarter is highly dependent on frequency of purchase and more or less ignores any seasonal or intermittent need for the product. Finally, the notion of prodigals ignores the infrequent purchaser and infers that he is brought back as a buyer by selling effort, whereas a look at the total profile indicates that infrequent purchasing may be a normal pattern.

Quite obviously, the proportion of "prodigals" is a function of the time interval selected for the analysis, since a much higher percentage of the volume would fall in this class were a monthly rather than a quarterly basis used.

All of the above strongly suggests that the "leaky bucket" is not as leaky when viewed by the direct classification of families as it is when it is analyzed by new and repeat purchases within individually distinct time periods.

Gift-Wrapped Tools for Christmas Will Be Plumb's Ad Theme

PHILADELPHIA, Sept. 16—Fayette R. Plumb Inc. will lead off this fall with its first consumer Christmas campaign for gift-wrapped hardware.

The Plumb schedule includes a two-color series of half-page ads in the November *Popular Science* and the December issues of *Popular Mechanics* and *Mechanix Illustrations*.



Several business hand tools in holiday decorated cellophane wrappings will be featured, with the slogan "for him—the he-man gift." Copy continues "the gift he'd choose, the present he'll use."

One-column, two-color insertions, also built around the new gift-wrapping feature, will be carried in the November issues of *Country Gentleman*, *Capper's Farmer and Farm and Ranch*—*Southern Agriculturist*. Through special permission of *Country Gentleman* color space of less than half a page was reportedly allowed for the first time.

The November campaign will also be supported by b&w space in *The Saturday Evening Post*. During the month of October full-page color insertions will run in trade publications.

J. Robert Mendte Inc. handles the account.

Louisiana PR Men Form Professional Group in South

Southern Public Relations Associates has been formed in Alexandria, La., with one of its announced purposes being to gain better public understanding for the profession.

Organized by a group of Louisiana p.r. men, the officers are James Aldigo Jr., of James Aldigo & Associates, New Orleans; Robert K. Butcher, of R. K. Butcher Associates, Shreveport; Jack Gould, of Gould, Blieden & Manley, Baton Rouge, and Claude Morgan, of Claude Morgan & Associates, Alexandria.

Gets Branham Links Account

T. Lawson Wilkinson, Cranston, R. I., has been named to handle advertising for H. Branham & Co., Pawtucket, R. I., sausage maker. The product is sold under the trade name of Branham Links. The agency currently is working on a new package design and newspaper advertising will be used.

White Rain Breaks in England with First Postwar Full Page

Noma Cosmetics, British subsidiary of Gillette Co., is placing Britain's first postwar full-page newspaper ad in the *London Daily Express* to introduce White Rain lotion shampoo to Britons. A teaser poster campaign has been running with the mystery slogan, "White Rain Is Coming. It Is Sweeping America Now." Most popular guess of Britons has been that White Rain is a movie.

Full-page ads are also scheduled for the *London Daily Herald* and the *London News Chronicle*. The *London Daily Mail* has made a public statement that it will not have full-page ads while restricted to eight pages daily because it wants "fair shares for all." The new "super solus" space of 13" across five of its eight columns is the largest space offered by that paper.

Dunivan Leaves Cadillac

J. W. Dunivan has retired after 44 years on the sales staff of the Cadillac Motor division of General Motors Corp., Detroit.

Promotes Eugene Hoffman

Eugene F. Hoffman has been promoted to v.p. of public relations and advertising for American President Lines, San Francisco. He has headed APL's publicity and advertising department since 1946. Prior to that he was publicity director. Mr. Hoffman has been in maritime public relations for the past 20 years. Prior to coming to the West Coast in 1930, he had been for five years chief of the Chicago bureau of International News Service.

Appoints Richard Callahan

Richard N. Callahan, formerly district manager in the Philadelphia territory representing the American Chemical Society publications for Reinhold Publishing Corp., has been named v.p. of Herington Advertising, New Rochelle, N. Y.

Joins Ponderosa Pine

R. H. Morris, formerly publisher of *American Builder*, has been appointed general manager of the Ponderosa Pine Woodwork Association, Chicago.

Goff Gets Roger Hale Account

R. W. Goff Inc., Providence, R.I., has been appointed to handle advertising for Roger Hale, East Providence producer of EverRed bottled fishing bait. National trade publications will be used.

Blackhawk Promotes Wacker

Robert C. Wacker has been promoted to general manager of the new hydraulic control division of Blackhawk Mfg. Co., Milwaukee. He has been manager of the equipment division.

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Bennett Rejoins Publicker

Frank E. Bennett, who has been with the National Production Authority in Washington since November, 1950, as chief of drugs, solvents and detergents, has returned to Publicker Industries Inc., Philadelphia, as assistant sales manager. He formerly was sales manager in charge of Publicker's New York office. During World War II he served in the chemical division of the War Production Board. Prior to that he was president of Bloomfield Chemical Co., Harrison, N. J.

Cory Announces Sales Change

Cory Corp., Chicago, has announced plans for the immediate consolidation of the Cory and the Fresh'n-Aire national sales organizations. Previously handled through manufacturers' sales representatives, the "air treatment" products will now be sold by the Cory full time national field selling organization.

Karlow Quits as Copy Chief

Bogart Karlow, copy chief at the Biow Co., New York, has resigned.

Eisenhower's Citizens Schedule a Raft of Spots for Last 3 Weeks

NEW YORK, Sept. 16—Something new in American politics—a \$2,000,000 campaign of radio and TV spots—will be launched in about ten "pivotal" states by the Republicans three weeks before election day.

To be carried through, the plan hinges on the ability of Citizens for Eisenhower to raise the \$2,000,000 by Sept. 30. If the cash is then in hand, Ted Bates & Co., which last week was named the agency for the "citizens," will buy the spot time on the open market.

The agency anticipates that radio spots will be easy to buy at that time compared with TV.

Originally, the spot campaign was planned with the idea that advertisers would be asked to cooperate to the extent that they would surrender their TV and radio announcement periods to Citizens

for Eisenhower. This has been abandoned.

Ike has already made the spots—a total of 40 TV films and an equal number of records. All 40 films were made in only eight hours one day last week. They were produced by Transfilm Inc. under the direction of Richard de Rochemont. The TV soundtrack was transcribed to records for radio presentation.

The spots deal with alleged corruption in government, war, steep prices and taxes. They will feature the general talking to "typical" housewives, cab drivers, clerks and so on.

Under the present arrangement, the spots will be seen or heard at all hours of the day. They will be concentrated on radio and TV stations covering about 50 counties in the 10 "pivotal" states—California,

Illinois, Indiana, Michigan, Ohio, Connecticut, Maryland, New Jersey, New York and Pennsylvania.

The Republicans are said to believe that if they can switch perhaps 3% of the voters in these 50 counties away from the Democratic column they will swing all the electoral votes of the states to Ike.

Republicans point out that, while the spot technique has never been used in a presidential campaign, it has worked before in politics. They cite Chester Bowles' winning the governor's chair in Connecticut on the strength of an intensive spot campaign when politicians had counted him out of the picture a month before election. The same arrangement, they assert, won 19 of 32 delegates for Harold Stassen in the Minnesota primaries.

The Republican spot activity was the idea of Rosser Reeves, partner and copy chief of Ted Bates & Co. Mr. Reeves thought that political spots might have the same magic regular spots have for soap and toothpaste.

He tossed a party at 21 a few weeks ago, inviting a "money group." They liked the idea and agreed to raise \$2,000,000. Then it was necessary to get Republican backing.

Mr. Reeves and the others in the group know the idea couldn't be carried through by the Republican National Committee, because its \$3,000,000 budget has to be spent primarily on the state level—in all 48 states.

Then Mr. Reeves got in touch with Walter Williams, head of the Citizens for Eisenhower group. Mr. Williams liked the idea and so did Gov. Sherman Adams, the general's campaign manager. Ike then fell in with the idea and rearranged his schedule so he could make the spots at Transfilm.

When it became evident that the spot program was to be carried through under the banner of Citizens for Eisenhower, Ted Bates & Co. was made agency of record for that group. (Batten, Barton, Durstine & Osborn and the Kudner Agency handle the Republican National Committee.)

The citizens group is now making arrangements for raising the \$2,000,000 for the spot drive. Jock Whitney, chairman of the finance committee, is handling the plans.

Castagnaro Productions Bows

Castagnaro Productions Inc. has been formed at 5746 Sunset Blvd., Los Angeles, by Mario Castagnaro. The company will specialize in making available special effects and rear-projection equipment directly to television advertisers and their agencies. Mr. Castagnaro has developed his own special effects and equipment in process photography. He also has an extensive file of background shots which can be used in commercials.

3 Join Greensboro Daily

New members of the advertising staff of the *Daily News*, Greensboro, N. C., are Thorne Lane, formerly national advertising manager of the *Beacon-News*, Aurora, Ill.; Joseph Curry Jr., formerly with the *News-Sun*, Waukegan, Ill., and Elden Tuttle, formerly with the *Times-Gazette*, Shelbyville, Tenn.

Malcolm Joins Carpenter

H. R. Malcolm has dissolved his own five-year-old Cleveland agency, in which he specialized in industrial advertising, and has joined Carpenter Advertising Co., Cleveland. He will continue to service a dozen of his own accounts, which he took with him, and will be director of new business for Carpenter.

Plastic Co. Gets New Head

John E. Beaumont has been elected president and sales manager of the Whitman Plastics Co., Lynn, Mass., successor to William Whitman Co.

No more of these old make-up troubles for women



No wet sponge . . . No greasy fingertips . . . No spilly powder . . .



New product—
powder and base in one
... goes on with a puff
and stays!

But would women take to it?

Pioneering a fashion product is always risky. And in a mass production business, wide distribution multiplies the opportunity for loss.

Yet because the rewards can also be great, the Pond's Extract Company wanted to introduce a revolutionary make-up developed by their laboratories.

This new and different product eliminated "wet sponge," "greasy finger tips," "spilly powder." *Angel Face*—a powder and base in one—goes on with a puff and stays!

How could the risks of pioneering this new fashion be minimized?

By pre-testing the product, Pond's found that women were highly enthusiastic about it. From

continuing data on actual buying habits supplied by the *J. Walter Thompson Consumer Purchase Panel*, Pond's was able to spot the fact that the old types of make-up were losing favor.

And because through mass education Pond's had become the largest makers of face cream, they knew that advertising could impress upon the women of the nation the advantages of this new product.

Within four weeks after it was announced nationally, outlets that had earlier rejected *Angel Face* as being beyond their price range

rushed their orders to meet a substantial over-the-counter demand.

Today, *Pond's Angel Face* is used by more women than any other complexion make-up.

Thus through advertising's mass-selling techniques, our client swiftly and economically creates and maintains a mass demand, bringing about the mass production which makes Pond's products available at prices within the reach of all, throughout the world.

Can these benefits of advertising be better utilized in your behalf? We'd be glad to talk to you about it. Just call or write.

J. WALTER THOMPSON COMPANY

420 Lexington Avenue, New York 17, N. Y.

New York, Chicago, Detroit, San Francisco, Los Angeles, Seattle, Washington, D. C., Miami, Montreal, Toronto, Mexico City, Buenos Aires, Montevideo, Rio de Janeiro, São Paulo, Santiago (Chile), London, Paris, Antwerp, Frankfurt, Milan, Johannesburg, Port Elizabeth, Cape Town, Durban, Bombay, Calcutta, New Delhi, Sydney, Melbourne.

Carter Products Signs 'Down You Go' Show; DuMont Adds 3, Drops 'Cavalcade of Stars'

NEW YORK, Sept. 18—It was three-to-one this week for the DuMont Television Network in the sponsor won-and-lost column.

Carter Products Inc. signed as co-backer of "Down You Go," with another advertiser expected to be lined up later to share sponsor billings. Time was bought through Ted Bates & Co. This Lou Cowan-produced game, presented by Old Gold cigarettes last season, has been carried sustaining throughout the summer. When the fall sponsorship begins, the program will move to a new time, Fridays at 10:30 p.m., EST.

Effective Oct. 3 at 10 p.m., EST, Luden's Inc. will present "Twenty Questions." J. M. Mathes Inc. is the agency. There is room on the show for a co-sponsor.

Pacific Coast Borax Co. bought DuMont's three o-and-o stations, WABD, New York, WTTG, Washington, and WDTV, Pittsburgh, as a part of its extensive spot lineup (63 stations) for the upcoming "Death Valley Days" series (AA, Aug. 18). McCann-Erickson handles this account. The agency reportedly got a combination rate from DuMont for the three stations.

In the casualty department was "Cavalcade of Stars," which will go off the air after the telecast of Sept. 26. This 60-minute variety show, which put Jerry Lester, Jack Carter and Jackie Gleason into the big money TV bracket, has been aired weekly since June 4, 1949.

Drugstore Television Productions—the name of a loose organization of chain and independent drug stores—sponsored this program in cooperation with five

manufacturers. The latter paid the program (\$16,000) and time costs; in return the stores went all out to merchandise the "Cavalcade" products.

Though the program had been completely sold out from the outset, its demise resulted from sponsor cancellations. All the advertisers failed to renew at the end of the cycle.

Products Advertising Corp., agency for the show, retains the rights to "Cavalcade," but the job of selling it to somebody else is aggravated by the fact that DuMont already has sold its old time period.

"Cavalcade" started a new era in television by offering good entertainment on Saturday night. Before its advent the networks had programmed this evening somewhat cavalierly, as though they wondered if anybody was home.

After DuMont had proved that many people didn't go out on Saturday nights, NBC decided to get into the act and moved in with the "Saturday Night Revue." This two and one-half hour block, which featured "Your Show of Shows," was then TV's most expensive extravaganza.

"Cavalcade" advertisers began to worry about holding their stations and their listeners. DuMont cried "foul" when NBC attempted to sign stations for the full two and one-half hour block.

NBC dropped the bulk clearance plan, but obtained a healthy lineup nonetheless. Before too long "Cavalcade" gave up the Saturday night battle and moved to Fridays at 10 p.m., where it has been ever since.



CREATIVE MAN ORATES—"Mr. & Mrs. Creative Man" leaf through the ads in the September issue of Ladies' Home Journal for the benefit of members of the Women's Advertising Club of Chicago. In the background are Marilou Jones, program chairman, and Jean Simpson, president of the club. (Story on Page 2.)

Secretary Snyder Praises Ad Council and Agencies for Handling of U. S. Bond Drives

NEW YORK, Sept. 18—The advertising industry was praised today by Secretary of the Treasury John W. Snyder for its "patriotic service" in promoting the sale of U. S. savings bonds. Mr. Snyder came here to present a Minute Man statuette to the Advertising Council on the tenth anniversary of its handling of bond drives.

During the ten years, said Mr. Snyder, advertisers and advertising media contributed about \$692,000,000 in time and space with the result that Americans bought more than \$1 billion in bonds.

Eighteen volunteer agencies were cited by Mr. Snyder for their volunteer creative services to the bond drives. They were: G. M. Basford Co.; Batten, Barton, Durstine & Osborn; Benton & Bowles; Campbell-Ewald Co.; Dancer-Fitzgerald-Sample; Doremus & Co.; Erwin, Wasey & Co.; Foote, Cone & Belding; Albert Frank-Guenther Law; Grey Advertising; Lester Harrison Inc.; Joseph Katz Co.; Pedlar & Ryan; Ruthrauff & Ryan; Schwab & Beatty; Schwimmer & Scott; J. Walter Thompson Co., and Young & Rubicam.

Mr. Snyder praised increased product advertising as a "vital element" in the development of "unparalleled personal and national prosperity."

"Inventive minds can make new discoveries, and business management can devise the efficient production techniques for new products, but neither will prove

profitable unless the product is effectively brought to the attention of the masses of our people who furnish the great market potential for these goods and services," he said. "Advertising is assuredly the great connecting link between business productivity and mass markets."

The secretary called advertising "vital" to the business economy and he said that while business has been increasing its advertising budgets, "new communication mediums, such as television, have made it possible for advertising to be more effective than ever before."

"Advertising," said Mr. Snyder, "holds a position in the U. S. which, in comparison to its position in other countries, is unique. Nowhere else is advertising so highly developed or so important in the economy."

"It is to convincing advertising that I attribute a major credit for the fact that today over one-fifth of our public debt is in the form of savings bonds. In other countries—such as England, France and Canada—which have also made efforts to sell government securities particularly designed to attract the savings of small investors, the corresponding figure is not more than one-tenth, and in some cases it is much less than that."

"Advertising has, indeed, been one of the key forces in the achievement of our sales goals through the years and will remain a key force in the future," he added.

Department Stores Too Complicated, Carson's Head Says

(Continued from Page 1)

and added that in many departments of his own store, 50% of the day's business is done between 5:30 and 8:30 p.m. on days the store stays open in the evening.

Rearrangement of hours to make shopping more convenient is essential, he said, as is the development of units in outlying areas, a movement which Carson's has joined wholeheartedly in recent years.

The department store spends about \$2,000,000 annually on newspaper advertising, he said, but the assertion that "you can't buy business with advertising" is still basically true, Mr. Pirie said.

"Actually," he reported, "a store is doing exceptionally well if 15 to 20% of its business is traceable to advertising. If you can get a return of from six to ten times the advertising cost on advertised items—and not just on the day after the ad appears—you're doing

all right. The real problem is to develop traffic. If we can get 80,000 to 100,000 people into our store daily we ought to be able to sell them something."

He implied, however, that the traffic was not being sold as effectively as it should be, because retail salesmanship is at a low level, and reported that this was an area in which department stores ought to welcome all the help they can get—from individual manufacturers or groups of manufacturers in a particular line, working together as is the case with floor coverings.

When Carson's experimented by hiring a group of young college students and staffing one department, that department showed considerable sales gains even though the sales personnel were "amateurs," he said, because they had the necessary drive and enthusiasm to make sales.

Self-service has a place in department stores, Mr. Pirie said, but it is important to use it only where assistance from sales clerks is not needed. It won't work everywhere.

Too many department stores

Facts Inc. Research Organization Closes After Three Years

NEW YORK, Sept. 18—Facts Inc., a subscriber research organization founded three years ago, has filed a petition for assignment in the state supreme court. No schedule has been filed, but the company's liabilities are estimated at between \$16,000 and \$17,000.

Among the largest creditors, of whom there are between 80 and 100, are the New York State Department of Labor for about \$1,000, and Columbia University for a lesser sum. Other credits go down as low as \$2.

It was indicated that most small creditors will receive payments in full and that settlements would be made for the larger creditors.

Facts Inc. answered research questions of any nature for its clients, mainly over the telephone. Subscribers, who paid an annual fee, used code numbers to identify themselves. The company had about 150 clients, including advertising agencies, public relations counsels, publications, industrial corporations and manufacturers in many fields. It once had 30 employees but was down to 14 at the time of the assignment.

In a letter sent to all subscribers, the company said: "In order to develop Facts into what we, and our subscribers, considered a useful and efficient service, a considerable amount of capital has been expended. Our financial condition made it imperative to secure additional working capital to allow us to pass the break-even point."

"We have done our utmost to secure this capital. We have contacted every business organization in fields allied to ours to effect a merger or have them take over the business" . . . apparently without any success.

Founded in 1949, the company was originally called Facts on Dial Inc. and called itself "America's only telephone information and research service" (AA, Aug. 21, '50). It was patterned on a French telephone information service known as S'il Vous Plait, and answered about 500 calls daily, 85% of them while the subscriber waited on the telephone.

A code system, somewhat similar to an IBM card operation, gave researchers immediate access to most of the information they sought.

The company will attempt to sell its extensive library through a letter which will be sent shortly to advertising agencies, publications, and other organizations with research facilities, listing the contents of the Facts library.

continue in the belief that they are the No. 1 distributive unit in the economy, he said, when they are not. All department stores have the basic problem of finding out exactly where they fit into the retail picture and whom they want to serve.

Radio Executives Club, Television Society Merge

With an affirmative vote of the membership of the two groups, the long expected merger of the Radio Executives Club and American Television Society, both of New York, now becomes an accomplished fact. The name of the resultant organization: Radio and Television Executives Society. The first meeting of the fall season is scheduled for late October.

Robert W. Sarnoff, NBC v.p., has been named president of the society. Other officers are: Fritz Snyder, CBS, 1st v.p.; G. W. Johnstone, National Assn. of Manufacturers, 2nd v.p.; Claude Barrere, program representative, secretary; and S. R. Dean, Columbia Broadcasting System, treasurer.

FCC Gives Go-Ahead to Portland, Ore., Television Station

WASHINGTON, Sept. 17—Portland, Ore., became the second post-freeze TV city today as the Federal Communications Commission gave Empire Coil Co. "temporary authority" to go on the air with interim equipment.

The station, on Channel 27, is the first commercial ultra high frequency station.

Meanwhile, the FCC issued seven additional construction permits for commercial stations, bringing the total to 51 since the lifting of the freeze. The commission's grants of educational stations mounted to nine, as the University of the State of New York was given a construction permit for Syracuse. The FCC has now approved six of the eight stations which New York educators hope to build.

One of today's commercial grants was to Mountain States Television Co., Denver, the fourth grant for that city. One of the Denver grants was the first post-freeze station to get on the air.

Other grants today were to Capital Broadcasting Co., Montgomery, Ala., for Channel 20; Little Rock Telecasters, Little Rock, Channel 17; McClatchy Broadcasting Co., Fresno, Channel 24; Radio Columbia, Columbia, S. C., Channel 25; Palmetto Radio Corp., Columbia, S. C., Channel 67, and Radio Roanoke, Roanoke, Va., Channel 27.

Meanwhile, the FCC announced it intends to concentrate on the processing of uncontested applications.

The commission has designated 65 "mutually exclusive" applications for hearings, and has advised 168 other applicants that their applications will have to go to hearing.

Until this backlog is cleared up, the FCC said, no additional applications will be placed on the hearing calendar.

The Empire Coil Co. station for Portland was authorized with the first post-freeze grants last July. The company bought the RCA experimental u.h.f. station that had been operating in Bridgeport, Conn., and has set up the station in Portland.

Empire also has a construction permit for Denver, and has several other applications pending.

BRAM FREELAND

NEW YORK, Sept. 19—Bram Freeland, 76, for many years head of the advertising service department of Fairchild Publications, died of a heart attack yesterday on the street near his home.

Mr. Freeland came from England to Canada when he was a child. After graduation from McGill University he worked for Palmer Publications. After service in World War I he joined Fairchild Publications here. In the early '20s he was placed in charge of advertising and circulation for all Fairchild papers and in 1929 took charge of the advertising service department. During recent months he had been in semi-retirement because of ill health.

IBAL McPEAK

BOSTON, Sept. 18—Ibal McPeak, 63, a copywriter with Dickie-Raymond, direct mail specialist here, died yesterday at Boston City Hospital.

Names Mortimer Lowell Co.

Sun Radio & Electronics Co., New York distributor of high-fidelity radio and television equipment, has appointed Mortimer Lowell Co., New York, to handle its advertising. Consumer and trade publications will be used. Norman D. Waters & Associates, New York, previously had the account.

This Week in Washington . . .

Sawyer Plans a 'Distribution Office'

By Stanley Cohen
Washington Editor

WASHINGTON, Sept. 18—Com-
merce Secretary Charles Sawyer is
moving right ahead to carry out
his promise that distribution will

get more recognition within the
Department of Commerce.
The importance of distribution
was emphasized to the Secretary
last month in a report of the Na-
tional Distribution Council, one of

the advisory groups that meets
with the department from time to
time.

Shortly after the meeting, Sec-
retary Sawyer issued a statement
reiterating the importance of find-
ing markets for the output of our
vast production system. Some time
next week he will announce a re-
organization plan which provides
for a new "office of distribution"
within a "bureau of production
and distribution."

The Secretary says this new of-
fice will not be "very far flung"
but should be of considerable value
in coordinating the research and
promotion work that private
groups are doing in the distribution
field.

"Business men seem to approve
of this plan," Secretary Sawyer
says, "particularly since I do not
intend to hire any additional per-
sonnel to staff the office."

Before leaving on a coast-to-
coast "fact-finding" tour, Sec-
retary Sawyer made it clear that he
is going back to his Ohio law prac-
tice next year, regardless of the
outcome of the presidential elec-
tion.

He's prepared to campaign for
Democratic nominee Adlai Steven-
son if asked—but hasn't been asked
so far. During his forthcoming visit
to seven Pacific Coast and mid-
western cities, he will not talk
politics. "I am out to learn about
business conditions," Secretary
Sawyer says. "I intend to do a lot
of listening."

During the past four years, Sec-
retary Sawyer has earned bi-
partisan recognition as a cabinet
officer truly interested in the pro-
gress of the Commerce Department.
After the 1948 campaign, he was
supposed to be on a "purge" list
for failure to support President
Truman.

But he weathered the storm, and
during the defense program has
been effective in bringing re-
spected business men into the gov-
ernment. Recently he tangled with
price chief Ellis Arnall for predict-
ing a severe inflationary upswing
after the steel strike. On the basis
of a nationwide survey by Com-
merce Department's local repre-
sentatives, he said price hikes
would be mild, if they come at all.

One of his final contributions is
to be a factual "Markets after De-
fense" survey. In cooperation with
19 top business economists, Mr.
Sawyer has the Commerce staff
putting together all it can predict
about the American scene of 1955
—population, probable defense
spending, anticipated capital in-
vestment, etc. By Jan. 1 he hopes
to have a report which will give
individual business men a basis
for judging their potential market,
once the rate of government
spending has started to subside.

Theater Owners of America,
meeting here this week, heard that
there is a good chance the new
Congress will repeal the 20% tax
on theater admissions. The associa-
tion is lobbying hard—trying to get
commitments from all congression-
al candidates. During the week of
Aug. 10-16, film salesmen devoted
most of their time to the solici-
tation of funds for the industry's
war chest.

The Renegotiation Board had
some good news for certain com-
panies which sell brand name
goods to the government, for free
issue to service men. Under a re-
cent amendment to the renegotia-
tion rules, a portion of the national
advertising expense for the product
is to be considered as an expense
against renegotiable business.

The percentage of the advertis-
ing which can be allotted to re-
negotiable business will be deter-
mined in each case by the renegot-
iation board. The board will look
for proof that the quantity pur-

chased by the government was
based on consumer preference.

The Agriculture Department
asked farmers how they felt about
its programs, and got a broad
range of answers. Few, however,
were less conclusive than the com-
ments it got on its office of infor-
mation.

"Most expressed general ap-
proval" of the office, the report
said, but "a few counties disap-
proved or wanted it discontinued."

"Some counties asked for wider
coverage, more publications, or in-
creased distribution of publica-
tions. A few said publications were
a waste or suggested that the de-
partment issue fewer publications."

"There was a definite trend in
favor of shorter and simpler pub-
lications, as well as frequent re-
vision of publications to include new
developments. Information that
was more localized was recom-
mended by several counties."

**United Television Sells
'Playhouse,' Private-Eye Film**

United Television Programs
Inc., Chicago, has sold "Hollywood
Off-Beat" to Serutan Co. in four
more markets. The whodunit half-
hour show featuring Melvyn
Douglas will now appear in seven
markets for Serutan—Los Angeles,
Minneapolis, Salt Lake City, Oma-
ha, Indianapolis, Charlotte, N. C.,
and Richmond. Franklin Bruck
Advertising, New York, is Serutan's
agency.

Other recent sales by UTP in-
clude Bing Crosby Enterprises'
"Royal Playhouse" package to
Stegmeier Brewing Co. via Mc-
Manus, John & Adams, for 26
weeks on WFIL, Philadelphia, and
the same series via Earl Ludgin &
Co. for W. F. McLaughlin Co. on
WKZO, Kalamazoo.

Pacific Slope Papers Elect

Pacific Slope Newspapers has
reelected John L. Fournier, pub-
lisher, News-Journal, Kent, Wash.,
president. Other officers, also re-
elected, are Hugh McGilvra, pub-
lisher, News-Times, Forest Grove,
Ore., v.p.; Mrs. Mary Brown, co-
publisher, the Spokesman, Red-
mond, Ore., secretary, and Virgil
Hillyer, Sun, Sunnyside, Wash.,
treasurer.

Tulane, PR Group Set

Tulane University, New Orleans,
and the New Orleans chapter of
the Public Relations Society of
America will sponsor the third
annual Southern Public Relations
Conference Sept. 25 at Tulane.

**Reeves Hits Ogilvy's
'Law,' Says the Old
Agencies Have Vigor**

(Continued from Page 3)

man shop always runs the danger
of having his agency run over by
a taxicab. This is a distinct possi-
bility. It has happened.

"Remember the late, great J.
Stirling Getchell? His agency was
one of the skyrocket phenomena
of the business. With his untimely
death, his organization was pricked
like a soap bubble and vanished
in a few months.

"Second, if the 'one man' in the
small shop is really good, the
agency begins to grow and it
rapidly reaches the point where
the one man cannot cope with more
than a handful of clients.

"Actually," continued Mr.
Reeves, "a properly organized
agency can get age and size with-
out senility. It can build up a
superb organization, with a staff
of fine creative writers, art direc-
tors and all. Such an agency can
offer its clients a wider scope of
talent to do an all-around adver-
tising job.

"And if the agency is properly
run, it can continue to deliver a
high, fine, strong creative output
year after year."

Mr. Reeves' agency, Ted Bates
& Co., which has a \$1,000,000 cre-
ative payroll, is now 11 years old.
In 1945 it billed \$16,000,000. In
1948 it billed \$18,000,000, in 1949
the figure grew to \$21,000,000, in
1950 it was \$25,000,000 and last
year it was \$28,700,000.

To Promote Costume Jewelry

Robertson & Buckley, Chicago,
has been appointed to handle the
advertising for Agnini & Singer
Co., Chicago, maker of Ora Originals
costume jewelry. Plans call
for pre-Christmas promotion in
Harper's Bazaar and Vogue. Busi-
ness publications and direct mail
will be used to reach jewelers and
department store buyers with new
designs.



WINTER OR SUMMER
use lots of photos in promo-
tions. They outpull other il-
lustrations surveys say. We
have over 17,000 to choose
from. **SINGLE PRINTS NOW**
AVAILABLE. Write for FREE
proofbook #10-A.
EYE-CATCHERS, Inc.
707 E. 37 St., New York 16, N. Y.



food
is a
Big Business
in Metropolitan Oakland Area
(Alameda and Contra Costa Counties)

2nd on the Pacific Coast
with \$314,819,000 in
1951 Food Sales
Source: 1952 Sales Management

1st in Northern California
in Total Food Advertising

TOTAL NET PAID CIRCULATION
DAILY **196,505** SUNDAY **208,264**
A.B.C. Publisher's Statement, March 31, 1952

Oakland Tribune
CRESMER & WOODWARD, INC.
National Representatives Including Sunday Magazine Section

When one national
advertisement costs many thou-
sands of dollars, it is not practical
to buy less than the finest photoengravings. This is
why many of the outstanding single and multiple page
advertisements published during the past year were
printed from engravings made at C. M. & H.

**COLLINS, MILLER &
HUTCHINGS, INC.**
207 NORTH MICHIGAN AVENUE CHICAGO 1

America's Finest Photoengraving Plant



Carson STONE

HE WON'T FORGET YOUR NAME
... and neither will
mom
and dad

IMPRINTED TOY BALLOONS
Ideal for Giveaways
and Promotions

The OAK RUBBER CO.
RAVENNA, OHIO.

To kick winning goals in Washington, D.C. ...



....do your strongest selling job in *The Star*—

Whether you're quarterbacking a new product or maintaining gains for an old one, call the signal for Washington's most consistent ground-gainer, *The Star*. **Score at the half** (first six months of '52) is 21 to 12*. First in home-delivery, first in news coverage, first in official Washington's confidence, *The Star* provides the extra points for winning sales. **To dominate** Metropolitan Washington's big-spending market, back up *your* line with a dominant schedule in the dominant *Star*.

1852 *A Century of Leadership* 1952

The Washington Star

Evening and Sunday Morning Editions

Represented nationally by: O'Mara and Ormsbee, Inc., 420 Lexington Ave., NYC 17; The John E. Lutz Co., Tribune Tower, Chicago 11.

*Total Advertising Lineage: *Star*, 21,435,892; second paper, 12,519,374—*Media Records, Inc.*

Snow Joins Don Gussow

Robert Snow, for the past four years eastern manager of American Bottling and affiliated publications, has been appointed eastern advertising manager of Don Gussow Publications, New York. These include *Bottling Industry*, *Candy Industry* and *Frozen Food Age*. Mr. Snow has been on the advertising staffs of *Advertising Age* and *Quick Frozen Foods*.

231,470 homes
... average value,
\$20,000.00
... total value
over \$4½ billion
are owned by 79%
of the 293,000
readers of
The Rotarian

**Agencies Are Not Independent Contractors,
Morton Simon Tells Agency Network Meeting**

(Continued from Page 1)
ation setups. Among his reasons were: *continuity*—a corporation retains its identity, where a partnership is dissolved with the death of a partner, and an account (perhaps already restless) seizes on the death of a partner to withdraw; *simplicity of sharing stock*—it's fairly easy to pass around stock in a corporation, compared with the shuffling of stock in a partnership; *credit*—an agency can pledge its corporate shares to raise money if it needs it, but partnership interests are far less negotiable; *limited liability*—a corporation's liability extends to its assets, not to personal property, as in the case of a partnership.

■ Mr. Simon—who has more than 100 agencies as clients—also warned of operational problems; the pitfalls inherent in Federal

Trade Commission and Better Business Bureau rulings; contests and lotteries, and the importance of securing releases on photographs and testimonials, as well as the possible liability of endorser and agency for testimonials which won't bear scrutiny.

Mr. Simon also discussed methods of insuring account executive relations, a problem he previously covered (against the gaudy background of the Duane Jones case) with the League of Advertising Agencies in New York (AA, Oct. 15, 1951).

He also covered the value of an agency in the event of death or retirement of principals. He outlined several methods of evaluating an agency, but plumped for the "unit-year method," under which the appraisal is based on accounts, their average gross (fees capitalized) times the length of time, in half-year periods, they've been in the agency.

■ Here Mr. Simon touched on the subject of John Orr Young, agency consultant who spoke to the group earlier in the week. Mr. Young argued that an agency president ought not to wait until he is chairman of the board, or until he is submerged under a work load, to work out a long-range plan for himself and his agency.

When plans are started with "younger and smaller" agencies, it helps, Mr. Young said, because it forces them to build not a one-man or two-man agency but a balanced team... a must for the agency which wishes to push up into the big-time groups.

"It is comparatively easy," Mr. Young commented, "to execute a retirement plan if you have a good plan to execute. It costs some time and money... but... can prove an outstanding bargain... It can give you returns in both actual cash and peace of mind in excess of what it has cost you in effort, time and money."

■ The agency men were discussing, on the closing day of their convention, the outspoken and unappealing speech of Martin Revson, v.p. and sales director of Revlon Corp. Mr. Revson minced no words in describing his experience in selecting an agency, when most of the applicants had neither the background nor the willingness to criticize campaigns Revlon was then running.

He said flatly that no agency of less than \$5,000,000 billing could handle the Revlon account, despite the fact that he later conceded that Revlon agencies buy their artwork on the outside. Most of the agency men of the network felt perfectly competent to buy such artwork.

■ The network elected Arthur Towell of Arthur Towell Inc., Madison, Wis., as national chairman. It elected—for the fifth year—Virgil A. Warren, Virgil A. Warren Advertising, Spokane, as national director. New directors elected were Adolph Bloch, Adolph L. Bloch Advertising Agency, Portland, Ore.; Thomas L. Yates, Thomas L. Yates Advertising Agency, Ft. Worth, and Morton Koshland, Philip Klein Inc., Philadelphia. Remaining as directors are Jack Thompson, Jennings & Thompson, Phoenix; Joseph Freitag, Freitag Advertising Agency, Atlanta, and Joseph Langhammer, Langhammer & Associates, Omaha.

■ Announcement was made at the meeting of a \$250 undergraduate advertising scholarship to be sponsored by the agency network. The scholarship will be open to all

**National Nielsen-Ratings of Top TV Shows
Two Weeks Ending Aug. 9, 1952**

All figures copyright by A. C. Nielsen Co.

Total Homes Reached		Program Popularity*			
Rank	Program	Homes (000)	Rank	Program	Homes (%)
1	Pabst Buys (CBS)	5,253	1	Pabst Buys (CBS)	31.8
2	My Little Margie (Philip Morris, CBS)	5,227	2	Godfrey & Friends (Chesterfield, CBS)	31.7
3	Godfrey & Friends (Chesterfield, CBS)	5,178	3	Godfrey's Talent Scouts (Lever-Lipton, CBS)	30.5
4	Godfrey & Friends (Toni Co., CBS)	4,860	4	My Little Margie (Philip Morris, CBS)	29.8
5	Dragnet (Fatima, NBC)	4,750	5	Dragnet (Fatima, NBC)	29.3
6	Godfrey & Friends (Pillsbury, CBS)	4,372	6	Big Town (Lever, CBS)	28.4
7	Racket Squad (Philip Morris, CBS)	4,152	7	Godfrey & Friends (Toni Co., CBS)	28.3
8	Godyear Playhouse (NBC)	3,970	8	Racket Squad (Philip Morris, CBS)	27.5
9	You Bet Your Life (DeSoto-Plymouth, NBC)	3,926	9	Robt Montgomery Presents (American Tobacco, NBC)	26.7
10	Assignment-Warrent (American Tobacco, NBC)	3,906	10	Gangbusters (Chesterfield, NBC)	26.6

*Per cent of homes reached in areas where program was televised.

Trendex TV Ratings

Ten Multi-Station Cities
Sept. 1-7, 1952

Rank	Program	Rating	Rank	Program	Rating
1	Talent Scouts (Lipton, CBS)	35.8	6	Racket Squad (Philip Morris, CBS)	28.6
2	Your Show of Shows (several sponsors, NBC)	34.5	7	My Little Margie (Philip Morris, CBS)	28.2
3	Godfrey & His Friends (Chesterfield, Toni, Pillsbury, CBS)	34.2	8	Toast of the Town (Lincoln-Mercury, CBS)	27.4
4	Gangbusters (Chesterfield, NBC)	30.9	9	The Hunter (Camel, CBS)	25.7
5	Big Town (Lever Bros., CBS)	29.0	10	Hit Parade (Lucky Strike, NBC)	25.5

undergraduate students majoring in advertising who have at least one semester to complete for a bachelor's degree.

The first award will be made next January, with nominations closing on Nov. 30. The winner will receive \$100 through the Alpha Delta Sigma chapter at the college of his choice. The remainder of the scholarship fund will be disbursed at the rate of \$50 a month for the next three months, provided the student is doing satisfactory work.

Mennen to Use All Media; TV to Feature Babies' Discussion

Mennen Co. is launching the biggest campaign in the history of its baby products line to keep pace with the growth of that market. The new promotion will use magazines, newspapers and television. Abby Rose will be featured in 22 national magazines. The company is using 200-line ads in 78 newspapers in 65 drug markets across the country.

A new television short titled "Oh, Baby," a series of filmed interviews featuring infants discussing current problems, will bow on a spot basis late in October. Grey Advertising, New York, is the Mennen agency.

Chicago Artists Exhibit

The Artists Guild of Chicago is holding its 13th annual exhibition of fine art, Sept. 18-27, at the Elizabeth Nelson and Frank J. Oehl-schlaeger Galleries, 107-109 E. Oak St. Award winners this year are S. Mickey Strobel of Foote, Cone & Belding, the Gold Brush Award; Helen Prickett, free lance, the Copeland Burg Award; Franklin McMahon, free lance, the Hubert Ropp Award, and Paul Olson of Dodd Studio, the Harold Walter Award. Honorable mentions are Phoebe Moore, Philip J. Millar and Ralph Raddatz, all free lance artists. Mr. Raddatz won two honorable mentions.

Publishes TV Trade-In Guide

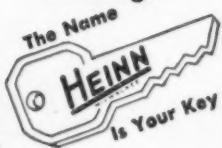
National Appliance Guide Co., Madison, has published the first television set trade-in guide, the 1953 NARDA. Scheduled for mid-November distribution, the manual provides information on the TV sets of more than 30 leading manufacturers.

When you need RECENT BIRTH LISTS

Remember WM. F. RUPERT Compiler of NATIONAL BIRTH LISTS EXCLUSIVELY for over 55 years 90 Fifth Ave., New York 11 OR 5-3523

A Sales Tip for You...

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Show your trademark or slogan in three-dimensional Heinn cover effects that invite reading of the effectively arranged loose-leaf material inside. Your cover copy becomes the strongest ad you've ever had—a permanent selling force right in the buyer's office. This is one important America's industrial leaders enjoy... at the lowest operational cost per unit per year!



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- Easel Presentations
- Salesmen's Binders
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- Plastic Tab Indexes
- Sales-Pacs

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COMPANY _____
ADDRESS _____
CITY _____ STATE _____

Efficient Management
SKILLED AND WELL INFORMED PERSONNEL*

*From the president down through sales representatives, service men and shop key men, there exists a keen understanding of engraving reproduction and methods plus the printing processes in which they will be used.

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Beautiful Color Work • Outstanding Black & White
600 W. Van Buren Street, Chicago 7
Telephone STate 2-5367

ABC Cuts Night Radio Rates by Average of 25%

(Continued from Page 1) and afternoon costs will be equalized.

This revised schedule will not be announced officially until station approval is secured. Details of the plan were outlined to the affiliates by Ernest Lee Jahncke Jr., v.p. in charge of the radio network, in a closed circuit talk on Monday as a followup to a letter mailed earlier. Stations were asked to get signed contracts in the mail by today. He indicated that the previous action of "our competitors" necessitated a speedy counter move by ABC.

Judging by the rate at which replies—all affirmative to date—are coming in, ABC officials hope to start mailing the new cards to advertisers and agencies by the end of next week.

Unlike CBS and NBC, ABC did not hold a general station meeting as a prelude to cutting evening time costs. The network, which considers it had no choice in the matter of becoming competitive with Columbia and National, felt such a meeting would be a waste of the affiliates' time and money. But ABC did consult with its affiliates advisory committee and made a spot check of about 50 key stations around the country before sending its plan out for approval.

The new ABC rates undoubtedly will be among the subjects aired at the coming regional meetings. The first of this series of shirt-sleeve clinics will convene Sept. 29 in Los Angeles. Similar meetings will be held later in New York, Chicago, Dallas and New Orleans.

Elsewhere, with practically all affiliates set to go along on NBC's announced revisions, agencies probably will receive copies of the new rates some time this week. Effective Sept. 29, NBC will drop opening rates from 23% to 30% and raise daytime rates 4% (AA, Sept. 8). CBS already has cut nighttime 25% and raised daytime 5%.

For the most part ABC's changes are pretty much in line with those made by the other two networks. This means, in effect, that ABC's time will continue to be somewhat less expensive than that of CBS and NBC.

Previously ABC has offered advertisers a variety of discounts for number of stations used, length of broadcast, number of broadcasts per week, etc. The new structure simplifies this somewhat by switching to dollar volume discounts. (CBS' new card offers annual discounts; NBC's new structure includes a weekly discount.)

American's plan calls for a 15% revision in network compensation to stations. CBS also cut station compensation 15%; NBC, 14%.

NBC has been getting the word around that advertisers can save about 30% on across-the-board shows by switching from CBS to enjoy its extended day and night "contiguous" rate discount. ABC apparently has gone the competition one better in this respect. NBC requires an advertiser to have at least one five-a-week 15-minute strip to qualify for day and night contiguity. ABC will offer a new "contiguous" discount to any sponsor that has a day and night show on the same day, provided his shows are at least 15 minutes long. Among the network advertisers for whom this will mean an immediate saving are



BIGGEST EFFORT—This color page in the October Woman's Home Companion opens Field Enterprises' largest campaign for Childcraft. Also scheduled are Country Gentleman, Good Housekeeping, McCall's and Parents' Magazine. Henri, Hurst & McDonald is the agency.

Sterling Drug and General Mills. The proposed ABC rates will put Sunday afternoon time (noon to 6 p.m.) at 50% of the evening rate. This would be in line with CBS' and NBC's 50% evening rate for the same period. Previously ABC has charged two-thirds of the Class A rate for these hours.

During the weeks ABC spent studying the problem of radio time costs, network officials reportedly became convinced that morning, afternoon and nighttime radio—which within narrow limits is shown to be delivering pretty much the same audience—should be priced on a one-rate basis, with different discounts for the three time categories.

ABC was all set to go with new rates predicated on such a plan, but held off when it was clear that there was sufficient affiliate opposition to make an Oct. 1 effective date on that basis unlikely.

As a result, the one-rate plan was set aside, for the moment at least. Some officials at the network still consider this the most logical and proper way of adjusting radio costs and believe the industry will come to it eventually.

Buchanan Won't Protest D-F-S Getting Account

New York, Sept. 19—Buchanan & Co. says there is no truth to a rumor that it will protest the award of the Army-Air Force recruiting account to Dancer-Fitzgerald-Sample (see story on Page 2).

A Washington report that Buchanan intended to file a complaint on the award apparently originated from an effort by Buchanan to find out why it was eliminated. The Army originally said simply that "other agencies rated higher," and at Buchanan's later insistence altered the explanation to say that the other agencies had larger departments in the areas in which the Pentagon was interested.

The vague intimation of a protest aroused advertising interest, with observers recalling the pyrotechnics which went on when Ruthrauff & Ryan protested Gardner's winning the account in 1949.

Poultry Journal Names Two

Poultry Supply Dealer, Chicago, national business monthly for the hatchery and retail feed trade, has promoted Arthur R. Hirsch to assistant publisher and R. Dale Kelley to editor. Mr. Hirsch has been editor since October, 1951. Mr. Kelley has been managing editor since September, 1951.

Orange-Crush Names Kastor

Orange-Crush Co., Chicago, has switched its account from Fitzmorris & Miller, Chicago, to H. W. Kastor & Sons, Chicago.

Last Minute News Flashes

Another Agency Merger: Grant and Copeland

CHICAGO, Sept. 19—Allan J. Copeland Advertising will be merged with Paul Grant Advertising on Oct. 1, with the Grant name retained. Both Chicago agencies specialize in mail order and direct selling. Allan J. Copeland, who got his start with Lord & Thomas in 1923, will become a director and v.p. of the Grant agency.

Robert Jones Resigns from FCC; Joins Law Firm

WASHINGTON, Sept. 19—Robert Jones has resigned as a member of the Federal Communications Commission. He will join Arthur Scharfeld in the law firm of Scharfeld, Jones & Baron here. Formerly a Republican congressman from Ohio, he was appointed to the FCC in 1947. His term expires in June, 1953.

Moller Is Pal Blade Supermarket Sales V. P.

NEW YORK, Sept. 19—Richard B. Moller has joined Pal Blade Co. as v.p. in charge of supermarket sales. Mr. Moller was previously eastern regional sales manager for American Home Foods Corp. for nearly seven years.

Reintroduces 'Guest Size' Ipana Toothpaste

NEW YORK, Sept. 19—The 10¢ "guest size" Ipana toothpaste, which went off the market several years ago because of metals shortages, is being reintroduced by Bristol-Myers Co. Shipments are now going to retail outlets, mainly variety stores. No special promotion is planned for the reintroduction.

Mennen Baby Bottle Bows: Other Late News

- Mennen Co. is introducing Baby Magic in a 59¢ deluxe refillable squeeze bottle. The plastic bottle has been designed so that it is easy to refill from the large economy size.
- Following successful spot tests earlier this year, Brillo Mfg. Co. will have a large-scale television spot campaign as part of its fall promotion. Commercials are scheduled to reach more than 50% of all TV homes in major markets across the country. Brillo also will use eight national magazines, three Canadian publications and food shopping pages in more than 100 newspapers in the next 12 months. Copy theme is, "Brillo Gives Twice the Shine in Half the Time." J. Walter Thompson Co., New York, is the agency.
- Ball Bros. Co., Muncie, Ind., has appointed Sterling Wardwell product and advertising manager of its consumer products division. Mr. Wardwell was formerly with Welch Grape Juice Co.
- Donald C. Maunders, formerly with Katz Agency, has been appointed Detroit advertising head for the *New York Journal of Commerce*.
- The *Independent*, Pasadena, Cal., will add a Monday issue to its present five-a-week schedule on Sept. 22, and will also add a color comics and a magazine section to its Sunday edition. Subscription rates for the morning daily will go from 75¢ to \$1 per month. Street sales price will remain at 5¢ daily, but will be raised to 10¢ on Sunday.

Hawkins and Howard Give Up Top Posts at Scripps-Howard

(Continued from Page 1)

Howard became fast friends in 1907 when they were working together on the United Press. Mr. Hawkins was general news manager of UP throughout World War I, and in 1920 succeeded Mr. Howard as president. He joined Scripps-Howard in 1923 as general manager.

In a statement issued today, Mr. Howard said:

"After 46 years of the closest sort of association, Bill Hawkins and I decided that since we came in together it was fitting that we make our exit together.

"Neither of us intends to do a complete fadeout yet, but from now on our roles will be consultant and advisory. Full responsibility and authority will on Jan. 1 pass to younger men, all of whom have come up in the tradition of E. W. Scripps and can be expected to revitalize the policies and the ideals for which the newspapers have always stood."

Both Messrs. Howard and Hawkins will remain as directors of the company, Mr. Howard continuing as chairman of the executive committee and Mr. Hawkins becoming chairman of the advisory committee. Mr. Howard will also continue as president and editor of the *New York World-Telegram & Sun*.

The new board chairman is 32. He was born in California and attended William and Mary College. He resides in Cincinnati. He worked for the *Cleveland Press* before the war, during which he served in the Navy as a lieutenant (jg). Afterward he returned to newspaper work and later became chairman of the Edward W.

Scripps Trust, established by his grandfather.

Jack R. Howard, new president, is 42. He was graduated from Yale and joined the staff of UP. Subsequently, he worked on a number of newspapers here and abroad. In 1937, he became president of Scripps-Howard Radio Co. During the war he saw active combat duty in the Navy.

Mark Ferree, 47, after extensive and varied newspaper experience became assistant general business manager of all Scripps-Howard newspapers in 1945, and general business manager in 1948.

Walker Stone, 48, was trained by the late George B. Parker, and since 1943 has been editor of Scripps-Howard Newspaper Alliance in Washington.

Esty's Dr. Wulfeck Heads Executive Group

Wallace H. Wulfeck, who joined William Esty Co. two years ago, has been named chairman of the executive committee and assistant to the president of the agency in New York.

Before joining Wallace Wulfeck Esty, Dr. Wulfeck was v.p. and director of research for Federal Advertising Agency, and before that was with Psychological Corp.

P&G Introducing Gleem Toothpaste in Indianapolis

Gleem, a new Procter & Gamble Co. toothpaste, is being introduced to the public for the first time in Indianapolis. The product will not be available nationally for many months. P&G claims the toothpaste, based on a new cleansing agent, will give maximum cleaning with greatest safety. The company also makes Teel, a liquid dentifrice.

Liggett & Myers Has the Doctor on Its Side Now

NEW YORK, Sept. 19—Liggett & Myers, which has been derelict in the doctor derby, will get back into the race next Monday.

In 1,800 newspapers, 1,000-line ads will carol the news that "nose, throat and accessory organs are not adversely affected by smoking Chesterfields." The copy claims this is the "first such report ever published about any cigaret."

A "responsible consulting organization" has reported the results of a continuing study by a competent medical specialist and his staff on the effects of smoking Chesterfields. This report comes after watching a group of men and women smoking their normal amount—from ten to 40 cigarets a day—for six months.

The group was reasonably loyal to Chesterfields anyhow—45% had smoked Chesterfields continually from one to 30 years, an average of ten years each. The consultant gave each smoker a complete physical (including x-rays) at the beginning and end of the six-month period, and examined sinuses as well as nose, ears and throat.

The medical specialist said, "It is my opinion that [the organs] of all participating subjects... were not adversely affected in the six-month period by smoking the cigarets provided."

The cigaret company tipped off the campaign in a peculiar way—Arthur Godfrey waved a proof around on his TV show for Chesterfield.

Cunningham & Walsh is the agency.

49 Theaters Will Carry Telecast of Heavyweight Bout

NEW YORK, Sept. 19—Theater Network Television has lined up a record number of 49 theaters in approximately 31 cities to televise the Jersey Joe Walcott-Rocky Marciano heavyweight championship fight next week.

Theaters in Philadelphia, where the bout will be staged, will be blacked out, as will the houses in the New England area, the challenger's home territory. There will be no coverage of the event by home TV or radio.

This telecast will be a major step forward for TNT, which will go coast to coast for the first time. Because of difficulties in obtaining the necessary cable clearances, as well as time differences, the West Coast coverage will not be simultaneous with the rest of the country.

A "hot kinescope" of the fight will be made for transmission to the western cities later in the evening. Some 38 theaters carried the Robinson-Maxim fight this summer.

As usual, TNT will pay the promoters a sizable guarantee, plus a percentage of the house if sales go beyond a certain figure. Theaters carrying the bout have announced admission prices varying from a \$2.50 all reserved seat top in Minneapolis to \$4.50 maximum in San Francisco.

Toni Sponsors Duo on Radio

Prom Home Permanent and White Rain shampoo, made by Toni Co., Chicago, will sponsor "Fun for All," a new half hour quiz show starring Arlene Francis and Bill Cullen on CBS Radio. The program will make its debut Sept. 27. The agency is Weiss & Geller, New York.



Wallace Wulfeck

Army Account Goes to D-F-S

(Continued from Page 2)

The contract with Gardner was terminated in October, 1949, after Ayer and R&R protested that their presentations were not given impartial consideration. Shortly afterward, the services announced that they were turning the assignment over to Grant.

Grant's experience during the past year was far from happy. Late in 1951, members of Congress objected to radio and TV programs which were lined up by recruiters. They cut off all general recruiting funds, forcing the services to limp along on modest budgets which could be used only for recruiting specialized personnel.

According to reports here, a further renewal for Grant was being considered when the services decided this spring to throw the account open for competition.

Under the 1953 appropriation act, recruiters are free to spend the \$1,000,000 any way they wish. However, on the basis of tentative plans, only about 40% of the funds will be available for commissionable business.

Ed Lewis, who was head of the Grant office here, and supervisor of the Army and Air Force account, said Grant expects to finish its final assignment and close its office here late next month. The agency expects to transfer some of the personnel on the account to other offices. Mr. Lewis said there are six men working on the account here at present.

Lt. Col. William Berkley, chief of publicity for the military personnel procurement division, said Charles Fitzmorris is to supervise the account for D-F-S under the direction of H. M. Dancer. D-F-S will have two contact men at recruiting headquarters here, but will not operate a Washington office.

The agency's initial assignments will involve the production of a "complete package" of "merchandising" materials to assist recruiters. According to present plans, D-F-S is not likely to buy any space or time until "around Nov. 1."

The group journeying to New York today included training officers in addition to public relations and recruiting officers. The dis-



SPONSOR—Royce G. Martin, president of the Electric Auto-Lite Co., records special anniversary message heard over CBS last week when "Suspense" celebrated its 10th birthday with Agnes Moorhead in "Sorry, Wrong Number."

cussions are expected to deal with the assistance which D-F-S is to provide for the training programs.

This week's briefing will also include a tour of the big printing plant maintained by the recruiting service on Governor's Island, New York.

Present commitments for advertising space will run out this month, Col. Berkley said, and there will inevitably be a break in con-

tinuity. At the present time, recruiters have been confined largely to Sunday supplements and professional and technical journals. When the campaign resumes, the media list may be broadened to include more general media.

These decisions, however, will not be made until D-F-S has a chance to submit recommendations.

The final selection of an agency was made by a board composed of Brig. Gen. O. O. Niergarth, chief of the military personnel procurement division, and senior officers representing Army and Air Force public relations and personnel services.

It was the first time the agency has been selected by a board composed of the officers who are to use the services—the "clients" of the agency. In the past, the choice has been made by "top brass."

The services were never reticent in the past to disclose the names of the agencies under consideration.

Ad Workshop Clinic Discusses Uses of Social Sciences

CHICAGO, Sept. 16—The 1952 Advertising Workshop, sponsored by the Chicago Federated Advertising Club and the Women's Advertising Club of Chicago, got under way last night.

A panel of advertising men and psychologists discussed "Common Sense versus Social Science in Creative Advertising." Moderator of the panel was Meyer Kestbaum, president, Hart Schaffner & Marx. Holding out for the social sciences were Helen Ross, director, Institute for Psychoanalysis, and E. H. Weiss, president of Weiss & Geller. Exponents of common sense were Richard D. Crisp, director of research, Tatham-Laird, and Al Bremner, v.p., Foote, Cone & Belding.

Although the discussion was spirited and at times caustic, it developed that the opposing forces were really not too far apart. All favor the scientific approach to copywriting, but all agreed that the translation of basic human urges into effective copy is ultimately a job for a gifted copywriter.

All enrollees in the 1952 Advertising Workshop course attended the first session. Hereafter, the students will split into small groups, under eight general headings, for a seven-week course. Subjects covered include copywriting, markets and marketing, art and layout, television, industrial advertising, radio, direct mail, and production.

Admiral Promotes Mintz to V.P. in Charge of Advertising

Seymour Mintz, advertising director of Admiral Corp., Chicago, has been elected v.p. in charge of advertising.

Mr. Mintz, who began his career as a reporter and editor of three Long Island weeklies, later joining Montgomery Ward & Co., has been advertising director of the appliances producer since 1944. He is a graduate of New York University.



Seymour Mintz

'Business Flying' Names Six

Business Flying: for Commerce and Agriculture, new publication with headquarters in Madison, Wis., has appointed the following representatives: Clarence L. Morton, Boston; Harold L. Stuart, Cleveland; Eschen & Roe Co., Los Angeles; Hugh F. Brady, Chicago; Porter Wylie & Co., New York, and Eschen & Roe Co., San Francisco.

3,000 More Stores Join WNBC, WNBT Merchandising Plan

New York, Sept. 17—WNBC and WNBT have expanded their in-store merchandising promotion to include 3,000 additional independent supermarkets in this area. Some 1,800 chain stores are already cooperating in the project.

The independent stores will be designated as members of the NBC "quality group" and will receive a seal reading, "An NBC quality store—the store the stars talk about."

Under the plan the stations offer the following:

1. NBC cookbooks, printed by Consolidated Book Publishers of Chicago, to be sold in the stores. These books will be plugged by NBC stars. They sell for 19¢ and give the retailer a profit in addition to helping boost store traffic, according to the station.

2. Some of NBC's stable of stars will be available for appearances at supermarket openings, anniversaries and special promotions. Among those on call for such duty are Faye Emerson, Bill Stern and Jinx Falkenburg.

3. WNBC and WNBT will provide posters featuring "NBC star values" plugging WNBC advertisers. There will be room on the posters for a retailer to write in his own specials of the moment.

4. Mats of NBC performers will be distributed to help the stores dress up their newspaper ad copy.

5. A special half-hour broadcast, starring Jane Pickens, will promote the quality stores group.

6. Employees of cooperating stores will get to see previews of outstanding Hollywood movies and vote in a "movie of the month" promotion. This is a by-product of the stations' mutual promotion agreement with the motion picture industry committee of greater New York.

Mackey to Write NARTB Story

David R. Mackey, assistant professor of speech at Pennsylvania State College, is writing a history of the National Assn. of Radio and Television Broadcasters. Mr. Mackey, who is author of "Drama on the Air" (Prentice-Hall Inc., New York, 1951), will submit the history to Northwestern University as his Ph.D. thesis. He estimates a minimum of two years will be required for its completion.

Canadian Stations Boost Rates

The Canadian Assn. of Broadcasters has announced that dominion advertisers buying time on Canada's independent radio stations will pay 6.9% more in 1953 for one-minute Class A announcements than in 1951-52. An average increase of 6.03% will be charged for one hourly rate of Class A time.

Gottelman Promotes Hartwig

Harry A. Hartwig, sales manager for the past ten years, has been promoted to assistant to the v.p. of A. Gottelman Brewing Co., Milwaukee. William H. Hitchcock, formerly sales manager of Holsum Products Co., has been appointed sales and merchandising manager.

Two Join Ross Roy Inc.

Fay T. Tondou and Wendell P. Parker have joined the Detroit copy staff of Ross Roy Inc. Mr. Tondou comes to Ross Roy from Women's Wear Daily, New York, where he was advertising promotion manager. Mr. Parker formerly was chief of public relations of the Detroit Tank Arsenal.

Milliron Appoints Davis

John G. Davis Advertising Co., Los Angeles, has been named to handle radio placement for Milliron's Department Store, Los Angeles. Assistance will be given also with promotion and publicity events.

SALES LETTERS
Letters with "instantaneous appeal," that beckon to be read, that impel and sell. One series 25 years old.

"That Fellow Bolt" &
100 P. Bolt, Jr., 84 E. Jackson, Chicago



EUGENE HEIFFEL, Vice-President
G. M. BASFORD COMPANY

Advertising and Marketing
New York 17, N. Y.

He studies AA in the quiet comfort of his home

Have you ever diligently studied an issue of Advertising Age far, far from the "maddening crowd," said maddening crowd being your fellow busy bees and eager beavers in your hurrying, scurrying, worrying "ad factory"?

Most admen in the agency business say it just can't be done. They see eye to eye with Eugene Heiffel, who sums it up this way:

"I find reading ADVERTISING AGE in the quiet comfort of my home brings the passing parade of advertising into sharper focus for me.

"When I finish studying and clipping my personal copy of AA it would be positively cruel to leave it at the office where

others might find it in its mutilated condition.

"Every issue of your remarkable publication contains so much material so useful to a creative man's reference file that I hesitate to be specific for fear of omitting a feature I enjoy regularly in my personal copy of Ad Age, which reaches me far, far from the maddening crowd."

Need we say more when Mr. Heiffel has summed it up so well? Why don't you try studying AA at home and clipping its creative material for a permanent file. Mail us NOW the order coupon below for a personal subscription to be sent to your home address. With it we will send you, FREE, a copy of Whitt Schultz's new booklet, "Mail Order and Direct Mail Clinic", containing thirty-nine of his helpful articles that appear regularly in Advertising.

FREE
with your
home
subscription

Mail Order
and
Direct Mail Clinic

ADVERTISING AGE
Dept. S22, 200 E. Illinois St., Chicago 11, Illinois

Please enter my 1-year subscription to Advertising Age and mail it to my home address. I am to receive FREE a copy of "Mail Order and Direct Mail Clinic".

My name _____ Title _____

Company _____

Home } Street _____
 Company }

City _____ Zone _____ State _____

My check for \$3 is enclosed. Bill me later. Bill my firm.

Variety Chains' Sales Outpaced Others in 1951

Boston, Sept. 17—Although limited price variety chains' 1951 sales were up about 8% from 1950, the previous peak year, net gain after taxes was down approximately 18%. The 21st annual report on variety chain stores issued by the Harvard Graduate School of Business Administration research division blames the low profit on increased expenses and taxes.

The report points out that variety chains' sales increased at a faster rate than did total retail sales in the U. S. This increase, in fact, was substantially faster than that of department stores, which went up only 1.7%. However, the increase lagged behind that of non-durable goods stores, chiefly because of sharp advances in sales of food stores and gas stations.

Because prices rose somewhat faster than dollar increases in the variety chain sales, physical volume was lower than in 1950.

Thirty-eight chains reporting for both 1950 and 1951 spent \$9,470,000 on advertising last year. This was an increase of 10.4% over the \$8,576,000 they spent in 1950. The 1951 advertising expenditure was 0.43% of sales, as against 0.41% in 1950.

The conclusions of the report, written by E. R. Barlow, assistant professor of business administration, are based on data submitted by 44 chains which operate 6,513 stores and account for 90% of the sales of all limited price variety chains in the U. S. Sales for these stores in 1951 were \$2,240,888,000.

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PRETTY LABEL—Twentieth Century Fox movie starlet Charlotte Austin tries on one of the first union label stockings to be distributed in a new national campaign by the American Federation of Hosiery Workers, Philadelphia.

Highlights summarized in the report are:

1. The increase in sales was a result of the highest average sales per store of any year rather than an increase in the number of outlets per chain.

2. The largest dollar increases were made by apparel and accessories; soda fountains; luncheonettes and restaurants, and dry goods and domestics.

3. As a result of the failure of gross margin dollars to increase as fast as sales, gross margin as a percentage of sales was down to 37.3% in 1951 from the peak of 37.7% reached in 1950. Nevertheless, in dollars gross margin was probably at an alltime high, and in percentage was the second highest since 1945.

4. Expenses at 30.7% were higher as a percentage of sales than in any year since before the war, and also reached an alltime peak in dollars.

5. Net profit at 6.6% dropped to the lowest point in the war and postwar periods except for 1949, both in dollars and as a percentage of sales.

6. Net gain before taxes was probably higher in dollars than in the period of 1947-1949 but lower than in 1946 and 1950. At 8.8% of sales, the figure was lower than in any postwar year except 1949.

7. Taxes reached a postwar peak,

both in dollars and as a percentage of sales.

8. Net gain after taxes was the lowest in dollars and in percentage of any postwar year, at 4.3% in 1951 as compared with 5.6% in 1950. The dollar decrease was 18.5%.

10. The regional chains, probably as a result of the greater expansion of number of outlets and the ability to hold down expenses, fared better than national chains.

Noting that the trend in sales since 1937 for limited price variety chains shows a failure to match increases in sales enjoyed by all retail stores, the two big mail order houses, or even by department stores, the report suggests three reasons for the lag.

These are that (1) people have been spending their money on more expensive items, not sold by variety chains, (2) people during good times shop in higher-priced stores and during bad times in the variety chains, so that variety chains do not move ahead as fast as other retail outlets and, (3) failure of the variety chains, especially the national, to increase the number of outlets.

This year's 33-page report is available at \$2 from the Harvard Graduate School of Business Administration's research division, Soldiers Field, Boston 63.

Kennedy New Paper Head; Company Names Two Others

International Paper Co., New York, has appointed D. H. Kennedy western sales manager for its southern kraft division. Mr. Kennedy, who joined the company in 1936, succeeds the late Raymond Bee.

In addition, J. D. Dooley has been named western sales manager for the company's kraft liner-board sales, and N. P. Sparkman as assistant western sales manager for kraft paper and bag sales.

Page Leaves Blitz Agency

Robert L. Page, an account executive with Blitz Advertising Co., Portland, Ore., has resigned to become promotion manager for Crossley Distributing Corp., Cincinnati, handling the Oregon and Seattle territories.

Marguardt Appoints Two

Abraham L. Berman has been appointed sales director, and Joseph H. Shuttleworth has been named assistant sales director of Marguardt & Co., New York paper distributor.

Le Roi Co. Appoints Four

N. M. Sedgwick has been named general sales manager of the construction and mining division of Le Roi Co., Milwaukee. R. H. Rodolf has been appointed manager of rock drill sales. C. L. Meigs has been named assistant general sales manager of the division and William D. Lund assistant to the general sales manager.

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(this is, so help us, Australian slang for kangaroo!)

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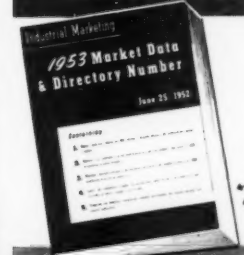
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For All The Facts on Industrial and Trade Market Data



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"Your product? I didn't see it!"

Yes, she knows your product well. She has seen your advertising many times. But . . . she is a mighty busy little purchasing agent. And at that vital moment in the store, something at the point-of-sale sold her your competitor's brand. Maybe this hasn't happened to you . . . yet! Could your advertising at the point-of-sale pack a bigger wallop . . . could it get up in more and better places . . . could it have more old fashioned sell? Creating and producing advertising at the point-of-sale is our one—our only—business. Our nationwide organization is staffed with experts in this one field. We want to work for you—but only if we can give you better advertising at the point-of-sale. Try us!

WRITE for samples of ideas that have made this organization unique in the field of advertising at the point-of-sale. Chicago Show Printing Co. 2640 N. Kildare, Chicago 39; 400 Madison Avenue, New York 17. Offices in principal cities.



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- Cardboard Displays
- Animated Displays
- Econo Truck Signs
- Cloth and Kanvet Banners and Pennants
- Mystik Self-Stik Displays
- Mystik Can and Bottle Holders
- Stanzall Outdoor Signs
- Mystik Self-Slik Labels
- Booklets and Folders

Advertising at the POINT-OF-SALE